

VARIETY

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NEW YORK, TUESDAY, JUNE 26, 1934

64 PAGES

FILMS' COUNTER-BALLYHOO

42D ST. CLEANUP STRUGGLE ON AGAIN

The battle of 42nd street church and business men against turning the former leading show item into a honky-tonk thoroughfare will be resumed today (Tuesday) when a hearing is held at the License department on the application of the Okay Bud Corporation, operators of the 14th street Irving Place, for a license to play burlesque in the Apollo.

License Commissioner Paul Moss has withheld the granting of a license for a number of weeks, pending his roundup of the various 42d business and church factions, as well as the burly group, for a hearing. Last time the 42d Street Businessmen's association and the churches organized to fight the turning of the street into a grifters' alley they received a cleanup of the

(Continued on page 51)

Paris Has New Peeve; Says H'wood Setting The Pace for Style

Paris is kicking that Hollywood is giving it lessons in style. American films, say critics, are showing up the Rue de la Paix.

Hollywood practice of paying real attention to costume in films, as contrasted with French films' negligence, is given as reason. Pies are now important enough here to set styles, and French couturiers are losing out by passing them up. Gals are following in the steps of American stars insofar as clothes are concerned.

French actresses pick their own dresses at lib and according to their pocketbooks. Result is obvious in most pics. No French star has ever popularized a form of hairdressing, a hat or a silhouette, is the complaint.

Covering Territory

Nashville, June 25.

Beginning today (Monday) 3,000 representatives of WSM, National Life & Accident Insurance company of Nashville station, will call on 1,000,000 in 21 states to find out what they listen to—what stations, what programs—what they want on the air.

This will be the most comprehensive house-to-house radio survey ever conducted by a single independent radio station in America. Whether the canvassers will double as insurance salesmen, not given.

What Price Noise?

Effective July 1, NBC will have a scale of rates for its sound effects service to apply to commercial programs. Charge per man for an hour, using standard library equipment, will be \$5 and \$1.25 for each quarter hour after the first hour.

If a client wants special construction and experimental sound effects, special prices will have to be negotiated. Rates for electrical transcription will be the same as charged for live broadcasts. In any event the minimum fee for each sound effect mechanic used will be \$5.

WANTED — 5,000 CARTOONISTS; NO KIDDIN'

Hollywood, June 25.

Wanted: 5,000 animated cartoonists. Salary: \$100 to \$300 a week. Apply to Max Fleischer.

Sounds like a gag but it's gospel according to the film creator of Betty Boop, Popeye etc. Fleischer would hire 5,000 men tomorrow if he could lay hands on them. In his words, "there ain't no such animal." Meaning, of course, outside of the 3,000 artists now employed.

(Continued on page 51)

STOCK CO. REUNION FOR BALTIMORE WEEK

Baltimore, June 25.

Group of actors who formerly comprised a stock outfit tagged University Players, and who put in a season at the legit Maryland two years ago are planning to round up the original roster that tramped together in stock and present "Coquette" for a week at Mt. Kisco, summer stock spot, in August.

Among group will be Margaret Sullivan, U pic contractee, who is east on vacation, and who will essay top part in the Abbott-Bridges opus; Kent Smith, current in New York in "Dodsworth"; Mildred Natwick, a local socialite who was on Broadway last season in "Wind and Rain"; Myron McCormick, of the recently folded "Yellow Jack"; Henry Fonda, withdrawing from "New Faces"; Fulton, N. Y., former husband of Miss Sullivan.

Usher Holds Over

Buddy Aida has been held over for a third week at the Paradise ballroom on Broadway.

He's the former singing usher at Loew's Orpheum and the Paradise engagement is his first pro job.

AIR AND PAID ADS TO OFFSET CHURCH

Audition Institutional Radio Show for Benefit of all Box Offices.

METRO'S SOLO ADS

Proposition to bring the picture theatres of the country in on an attendance-boosting campaign over the air, with the stunt involving an expenditure of around \$500,000 has been submitted to the five major circuits by Paul Moorehead, west coast advertising man. If by Friday (28) he hasn't received enough commitments to make the project worthwhile, it is Moorehead's intention to drop the thing altogether. Moorehead says that he has received for his promotional idea the okay of the Hays organization but with the understanding the financing would have to come directly from the theatremen. Idea is predicated on the current church agitation and intended as good-will counter-propaganda.

For the past six weeks Moorehead has been working with NBC on a program to carry the film attendance ballyhoo. It's his idea to use a cross-country link of 58 stations five days a week for 10 weeks with each of these quarter hour periods framed around a 35-piece orchestra directed by Al Goodman, Martha Mears and Ray Heatherton, and with Graham McNamee holding down the plug retailing assignment. Bill for time and talent here would come to around \$250,000.

Another \$250,000, explains Moorehead, would be required for a series of prizes he proposes giving to fans for letters on their likes and dislikes in film fare. Applications for entry into this contest could only be obtained from picture theatres.

(Continued on page 58)

As Operated by N. Y. C., It's a New Kind of Show Biz

Since License Commissioner Moss and the Park Dept. of the City of New York have started in show business and are running the works at the Claremont Inn, Roger Wolfe Kahn decided to bow out as the dance attraction. Figures it's too new a kind of show business to have the Park Dept. dictate to a roadhouse what to charge, and to cater to the pee-pul at pop prices (Moss has taboed the \$1 minimum check idea, interpreting that as a covert).

So Kahn has taken his band elsewhere. He opened Saturday (23) at the Sun and Surf club, Long Beach, with the Ritz Bros. and a Bobby Sanford revue.

There's a 6-Day Bike Race in L.A., But Riders Only Ones That Know It

New Femme Angle

Hollywood, June 25.

Universal changed the handle on "What Women Dream" to "What Ladies Dream," featuring Binnie Barnes.

Presumption, as expressed by U execs, is that ladies are more interesting than women.

LITERACY VIA PIX IS INT'L CAMPAIGN

Hollywood, June 25.

A program of visual education through the use of motion pictures intended for illiterates is being undertaken by the International Institute of Educational Cinematography, an affiliate of the League of Nations located at Rome.

S. Balbont, American delegate, is centering his activities here and contacting producers with a view to securing their co-operation. It is said 46 nations are combined in the

(Continued on page 56)

KIT SPURNS \$5,000, SO BAER GRABS \$2,500

Katharine Cornell turned down \$5,000 to broadcast from a private room with no witnesses and about everything but the kitchen stove, all of which she would have received if going on the "Hall of Fame" show on NBC Sunday night (24). Miss Cornell explained that she doesn't work Sundays.

It was arranged for Miss Cornell to do a scene from "Barrett's of Wimpole Street" and the deal was set when the actress brought up the Sunday point.

For a substitute the "Fame" sponsors booked Max Baer at \$2,500.

U's 3-Yr.-Old Contractee

Hollywood, June 25.

In line with the cradle-snatching trend of the studios, Universal has tabbed three-year-old Juanita Quigley on a long term contract as its entry in the list of child prodigies. Deal was arranged through Sol Solinger who spotted the child on the street with her mother and signed through the guardian pronto.

Little Miss Quigley, youngest of the talking babes, gets her first assignment in the John M. Stahl picture, "Imitation of Life."

Los Angeles, June 25.

Promotion, or rather lack of it, behind the six-day bicycle race at Gilmore Stadium is so far behind the brand put out by the New York Garden crowd that the pedalers are beginning to think the thing may develop into a free wheeling affair. Outside of Reggie McNamara and a few others who are in on a guarantee, the wheelmen are gambling with the management on the prize boodle and so far the exchequer is bulging with emptiness.

It's the old story over and over, but the smart boys just won't learn. Summer nights on the west Coast are colder than a barber's clippers and that means that outdoor shots are headed for a chill. Natives go for all manner of freak attractions, but not when they have to park their posteriors on pine boards and sit around like Eskimos wrapped up in heaters.

Gravy Etiquette
The big name riders are down for a daily flat payoff, ranging from \$25 to \$100, which only applies to the days they ride. Should they drop out after a spill they're off the

(Continued on page 51)

Publicity Angle on Libby Holman Debut Annoys Newspapers

Philadelphia, June 25.
Local reviewers are all burned up over circumstances of Libby Holman's debut at the Hodgepore Theatre last Saturday. Echoes of the occasion have been heard in all the columns during the week.

Squawk wasn't against Libby herself. Press boys all said the extrovert-singer 'acquitted' herself admirably in the role (that of a maid) in the Spanish comedy, "Spring in Autumn."

Complaint came on the ballyhoo that surrounded the affair and which included the presence of three State Troopers at the little theatre in Rose Valley. Worst of all, however, was the fact that in the effort to surround Miss Holman with utter secrecy and privacy, audience was not allowed to leave the auditorium during the intermissions. It was a hot night and the reviewers were burned up two ways. No exceptions were made, even for the Broadway crowd that came over.

Theatre, which holds less than 200 and is made over from an old mill, was hot and everybody steamed plenty during the overlong intermissions.

All the reviews made mention of the fact and Hodgepore made a lot of trouble for itself. It's hardly likely order will be continued in the case of Miss Holman's forthcoming appearances in "Winesburg, Ohio" and "Characters in Search of an Author."

RKO-RADIO PICTURES

Calls the attention of the entire motion picture industry to the Coast-to-Coast broadcast on

THURSDAY, JUNE 28

at 10 P. M. Eastern Daylight Saving Time

over

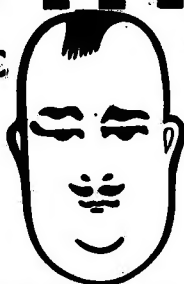
WEAF and ENTIRE NBC RED NETWORK

of

PAUL WHITEMAN

AND HIS KRAFT MUSIC

HALL PROGRAM



WHICH WILL BE DEVOTED ENTIRELY TO THE GLORIOUS MUSIC OF

"DOWN TO THEIR LAST YACHT"

RKO-RADIO Picture produced by LOU BROCK, Maker of "Flying Down to Rio"

INTRODUCING TO THE NATION THE COMING SONG HITS OF THE YEAR

"BEACH BOY" "FUNNY LITTLE WORLD" . . "THERE'S NOTHING ELSE TO DO IN MALAKAMOKALU" . . "SOUTH SEA BOLERO" and "THE TINY LITTLE FINGER ON YOUR HAND"

PAUL WHITEMAN

will be assisted not only by his famous orchestra but by DEEMS TAYLOR and these notable artists: LEE WILEY, RAMONA, JACK FULTON, BOB LAWRENCE, BOB HAUSER, PEGGY HEALEY, ROY BARGY, and a mixed ensemble of 25 voices. Continuity by Herb Polesie. Arrangements by Adolph Deutsch.

RKO-RADIO PICTURES

acknowledges with gratitude the honor of having the score of its newest screen musical production presented to the world by PAUL WHITEMAN, a musician of genuine attainments whose vision of what popular music might be has rewritten the modern musical history of America.



WEAF—New York, N. Y.	CFCF—Montreal, Canada	CRCT—Toronto, Canada	KDYI—Salt Lake City	KFI—Los Angeles	KFYR—Bismarck, N. Dak.
KGO—San Francisco	KGW—Portland, Ore.	KHQ—Spokane, Wash.	KOA—Denver, Colo.	KOMO—Seattle, Wash.	KPRC—Houston, Tex.
KSD—St. Louis, Mo.	KSTP—Minneapolis, Minn.	KTAR—Phoenix, Ariz.	KTBS—Shreveport, La.	KTBS—Hot Springs, Ark.	WBAP—Ft. Worth, Tex.
WBEN—Buffalo, N. Y.	WCAE—Pittsburgh, Pa.	WCSH—Portland, Me.	WDAF—Kansas City, Mo.	WDAY—Fargo, N. Dakota	WEBC—Duluth, Minn.
WBEI—Boston, Mass.	WFBR—Baltimore, Md.	WFI—Philadelphia, Pa.	WGY—Schenectady, N. Y.	WOC—WHO—Des Moines, Ia.	WIBA—Madison, Wis.
WJAR—Providence, R. I.	WKY—Oklahoma City, Okla.	WLV—Cincinnati, Ohio	WMAQ—Chicago, Ill.	WOAI—San Antonio, Tex.	WOW—Omaha, Neb.
WRC—Washington, D. C.	WTAG—Worcester, Mass.	WTAM—Cleveland, Ohio	WTMJ—Milwaukee, Wis.	WWJ—Detroit, Mich.	

NAB WOULD HAVE NBC-CBS ESTABLISH TRADE PRACTICES WITH AFFILIATES

**Patt Report Steams Up Convention Resolution—
Radical Changes Asked—'At Least an Even
Break' Requested by Indies**

Commercial section of the National Association of Broadcasters last week called upon NBC and CBS to get together with their affiliated stations and work out a set of trade practices that will give the indie operators at least an even break when competing for business. Request was made in the form of a resolution during a meeting of the NAB in New York.

Passage of the resolution followed the reading of a report on network-station relations by John F. Patt of WGAR, Cleveland. Patt declared that the stations want from their network a sufficiently proportionate share of the money taken in by the web for time on these stations. Station operators, he said, are also of the belief that the webs have no business trying to represent them in the sale of spot broadcasting time and that they should be content to function as purveyors of hook-up facilities.

Patt averred he had found that the station men were strongly in favor of obtaining from the networks guarantees as to what portion of their time is to be available for web customers and which hours the outlets could dispose of themselves without having later to give up these hours to network clients. Practice of the networks in selling split links in basic or group territories, declared Patt, was not fair, since this arrangement drew to the webs more commercials which were formerly rich sources of spot broadcasting revenue.

Want to Be Consulted

Indie station operators, reported Patt, were also of the opinion that the networks should charge the same rate for a station that this outlet demands on a local basis. Other things that affiliated outlets sought, said Patt, were that they be consulted before the webs adopted commercial program and public relations policies affecting these stations, that they (associated stations) be allowed extra money for merchandising of web programs, that the networks assume full legal and financial responsibility for copyright, libel and other causes of litigation in connection with web (Continued on page 60)

MORE LIVE PERFORMERS LESS DISCS ON KJR

Seattle, June 25.

Putting more musicians on the payroll, KJR last week added four new programs to its weekly schedule, three of them sustaining. The move was effected to cut down on the time used for recordings.

KJR is owned, along with KOMO, by Toten Broadcasters. Both are NBC outlets, with KOMO handling mainly the commercial network programs and KJR the sustainers. The four new KJR shows are made up of string groups and vocalists.

Jolson Puts Off Air Return Until July 19

Al Jolson has put off his return to the Kraft-Phenix show on NBC until the July 19 broadcast, at least. Original arrangement had been for him to go into this Thursday's (28) show.

Jolson advised the agency on the account, J. Walter Thompson, that he'd like take it easy for awhile at his Scarsdale, N. Y., home before stepping back into the grind.

Mableline's Film Names

Hollywood, June 25.

Gloria Stuart and Mario Alvarez, singer at Lucca's Italian restaurant here, have been auditioned by NBC for a probable Hollywood NBC show for Mableline.

If deal goes over, program will be a weekly with a different film name each week. Alvarez will use Harry Jackson's orchestra.

NBC TO REVIVE TELE TESTS ON CHI WMAQ

Chicago, June

Understood that NBC locally is planning a revival of television testing. This follows the scheduled move of World Broadcasting offices here from the old WMAQ studios in the Daily News building to the former WENR spot in the Opera lot.

NBC will take over the WMAQ spot again for the television testing, with WMAQ also having a tele band on allotment for experimental purposes. NBC in the past has run occasional tele experiments on no fixed schedule, but whenever getting around to it. But it's expected that NBC will now set a regular daily routine for deliberate experimentation on the picture broadcasts.

Coast Guild Names Secret on Free Air Buildup for Talent

Los Angeles, June 25.

Radio Players Guild, recently formed organization of other actors, directors and writers, will air five-hour in four acts as a gratis contribution to Coast dial turners over the CBS western network, June 30.

Expected this will be the first of a series of similar material to be given by the Guild free in their stated move to show that the Coast has talent capable of worthwhile stuff.

Adaptation, directing and cast work will be done by members of the Guild, but all names will be kept secret.

WJJD's Move Okayed

Chicago, June 25.

Ralph Atlas has been awarded a permit by the Federal Radio Commission to move the WJJD studios from Mooseheart, Ill., to Chicago. The studios have been in Chi territory for years now, but under the new ruling the program can be announced as from the loop.

Commish gave its permission some months ago but the award was stalled by a list of protests filed by NBC and WGN, claiming unfair competition.

Storer Contract Gives Stations Right To Sell ABS Sustainers Locally

Contract that George Storer has devised for the affiliates of his American Broadcasting System stipulates that these associated stations may tie in a local sponsor on any sustaining program originating from the web's studios. Agreement also seeks to specify which of the allied station's hours will be available to network commercial and which will not. Under the arrangement Storer has in mind, if the web requires additional time it can only be obtained from the affiliate on 60 days' notice.

Set of rates that Storer has worked out for the ABS involves a hook-up of 12 key cities, extending as far west as Chicago. For \$900 a quarter hour, \$1,500 a half hour and \$2,400 an hour of the network's evening time a client will get a release in New York, Philadelphia, Pittsburgh, Cleveland, Chicago, Buffalo, Detroit, Cincinnati, St. Louis, Boston, Baltimore and Washington. This rate setup is merely tentative and subject to revision when the

It's Out

Benton & Bowles agency was leery about offending somebody in the client's (Bristol-Myers) family and so at the last minute it cut out of the Fred Allen script of Wednesday (20) the following gag: Stogie: I have something to sell you that every advertising man should have.

Allen: You don't mean a relative who's in a legitimate business?

MINN. 'JOURNAL' PUTS PROGRAM ON WCCO

Minneapolis, June 25.

Journal, most conservative of local newspapers, has finally given recognition to the value of radio advertising in a big way.

Paper has taken time on WCCO, local Columbia chain station, for a series of programs comprising dramatizations of its comic and other features and is advertising the radio programs in boxes on its front page.

Journal is following in the footsteps of three other Twin City newspapers, the Star, Tribune and Dispatch. The Star has a deep with WCCO on news announcements and on broadcast of election returns. The Tribune and Dispatch recently acquired WRHM, local independent station.

Fred Weston Back to Dept. Store Ad Job

Pittsburgh, June 25.

Fred A. Weston, until recently manager of WCAB, has returned to department store advertising again as advertising manager for the Rosenbaum store here. Weston came to Pittsburgh from Chicago several years ago as advertising head of Kaufmann's and later went into newspaper work for the Sun-Telegraph, Hearst paper.

When Jesse L. Kaufmann was promoted to the Hearst radio service in New York, Weston took his place as WCAB manager, leaving there after a couple of months. Jack Stewart, of Baltimore, has succeeded him at WCAB.

ADDS RADIO DEPT.

Hollywood, June 25.

Lighter and England agency has added a radio department, with L. Scott Perkins in charge, to sell film names for ethering. Perkins formerly a radio writer and producer.

MCCARTHY SWITCHES TO NEW COAST WEB

San Francisco, June 25. C. L. McCarthy has resigned as assistant station relations manager of NBC in New York, and will start out here July 1 as manager of KQW, San Jose, recently acquired by Ralph Brunton as the second link in his new Northern California Broadcasting System.

Brunton is currently in University of California hospital with an infected foot, but expects to be up and around by the time McCarthy arrives to begin his duties.

McCarthy was previously at NBC here, as assistant to Don Gilman, vice president, resigning to go with KFI, Los Angeles, as aide to Arthur Kahles. He left the latter spot after six weeks, going then to NBC in New York.

Brunton is going ahead with a build-up policy for his NCBS, having named Roy Storm production manager and Lenny May Leland music director at KQW. Both stations get a power increase, too. He is starting a Sunday afternoon variety show on KJBS with Frank Galvin.

Old Non-Advertising Remedy Maker Goes Adv.—On Radio Only

Ft. Wayne, June 25.

Radio gets an exclusive break over any other form of advertising by Celery-Vess company of Indianapolis. It is an old remedy probably from grandma's day, and for the past six years has operated minus any aid from exploitation or newspaper copy.

Now, since beer is using the air so heavily, the Indianapolis executives feel the time ripe for expansion and have signed for a year with WOWO for spot announcements three times daily.

Ad agencies have been after the deal, but have been turned down.

Health Prod. Switches

Health Products Corp. has signed contracts with Columbia which will give that network the Bar X Days and Nights stanza, now on NBC, and another half hour in the fall. Cowboy affair makes its bow in behalf of Feen-a-mint on CBS July 28.

Second half hour will plug the commercial's brand of Cod Liver Oil Water. This show, which has yet to be picked up, to start September 30. Release calls for 37 stations.

GRACE BROWN SETTLES

Accepts \$1,200 from Young & Rubicam in Contract Suit

Grace Z. Brown has settled her suit against Young & Rubicam for \$1,200. In a complaint she filed in Municipal court, New York, three months ago she claimed the agency owed her \$2,200 as the balance on 26-week writing contract. Later assignment had to do with the Borden Co.'s '45 Minutes in Hollywood' on CBS.

Papers in the action declared that after Miss Brown had helped create the program and authored the first two continuities, the agency let her out. Understanding had been that the job was for 26 weeks at \$100 a week. When dropped by the agency she had collected altogether \$400.

Young & Rubicam decided to settle the case after Miss Brown's attorneys, Korn & Salina, had gone through the procedure of an examination before trial.

New Station

Pittsburgh, June 25.

Federal Radio Commission has granted Hugh J. Brennan and Robert M. Thompson, owners of WJAS and KQV here, permission to operate a station in Greensburg, 25 miles from Pitt. Daytime only on 620 kilocycles and 250 watts.

Station will be located in the Penn Albert hotel. Call letters not yet picked, but will start operation within next 60 days. License will be in name of Greensburg Radio Supply House, present owners of two Pittsburgh broadcasting outfits.

AFA Votes as In Favor of Advance Bally

Advertising experts

preponderant opinion that a program shouldn't be launched on the networks without an advance tomming. NBC found this out when it installed automatic voting machine at the convention of the Advertising Federation of America in New York last week and asked the attendees to pull the 'yes' or 'no' levers on a set of questions propounded for them.

Of those who voted on the query, 'Do you favor the promoting of a program advance of its going on the air,' 93.3% answered in the affirmative. Corollary to this quiz was, 'Do you believe broadcast advertising programs should be promoted in newspapers, magazines, trade papers, house organs, direct mail, etc., and the count on the lever pulling showed that 95.8% thought the idea okay.

Questionnaire disclosed that minor percentage of the ad agencies have radio sets in their offices. Answer was 31.5% 'yes.' It was also revealed that only 68.8% of the advertising experts who gave the automatic voting contraption a play knew which stations near them were allied with the two NBC links and which were affiliated with CBS.

Conventioners were asked whether they thought the presence of a studio audience added or detracted from their enjoyment of a program and 54.8% noted an affirmative. Only 48.3% favored having a radio set in their offices. 23.8% claimed they had auto receiving apparatus. 77.6% said they carried a set with them to summer camp or hangout, and 33% allowed they had more than one set in their home.

On the poser, 'Do you believe the New Deal program has aided business recovery,' 76.7% of the advertising men and broadcasters voting made it a nod.

ST. LOUIS DEPT. STORES GETTING RADIO-MINDED

St. Louis, June 25.

Looks like the long-awaited blow-up of the department stores alliance against radio advertising is at hand. For three years the St. Louis department stores have stuck together in an agreement not to use ether plugging in any way. But according to rumbles it now appears that three leading stores are ready to crash into the air by the start of the fall season.

Among insiders locally it is figured that the order in which the department stores will come to the ether will be Famous-Barr store first, followed by Greengold's, and then Greengold's. One department store has made a move in that direction by putting a book reviewer on station KSD, though at no time during the book review program is there any mention of the store. It rates strictly as a sustaining program.

Swift Pipes Romberg, PHELPS AUDISH FROM N.Y.

Chicago, June 25.

Swift Company had a show piped in from Radio City, New York, last week. On the show was Sigmund Romberg, directing a large orchestra, and William Lyon Phelps as commentator.

It's an hour program laid out at present.

Will Aubrey's Commersh

San Francisco, June 25.

Langendorf 'bakeries' take the Langendorf Pictorial with Rush Hughes off NBC at end of this week (29), when Will Aubrey's commercial for Alpine Milk will succeed to the 3 p.m. spot.

Hughes will return Aug. 20 when KOMO, Seattle, is added to the present KGO, Frisco, and KFI, Los Angeles. Meanwhile he'll continue m.c'ing Monday night Shell Show, also NBC.

INDIES CO-OPPING ON WAX

NBC Successfully Sidetracks NAB Plan for Exclusive Station Reps

NBC won out last week in its fight to prevent the National Association of Broadcasters, in commercial convention in New York, from giving official sanction to the exclusive idea in station representation. Chiefly responsible for sidetracking the NAB commercial committee's recommendation that the general station representative be condemned as antiquated and inimical to the indie outlet's best interests, was William S. Hedges, managing head of the NBC operated stations.

Had the meeting approved the commercial committee's stand, NBC's recent move in extending its operations into the field of spot broadcasting would have been seriously stymied. As a retailer of spot time for its affiliated stations, the network fills the status of general station representative. Most of the associated outlets are tied up under exclusive representation contracts with such organizations as Edward Petry & Co., and Free & Steinhilber. With the NAB officially sanctioning such exclusive relations, there would be little left for NBC to do with its spot broadcasting enterprise but fold it up.

Wants Own Reps
NBC is in favor of the exclusive representation method as far as its own operated stations are concerned. Network several months ago advised the trade that it would no longer recognize from the commission angle any time placing go-between other than its own local service department. If an agency wanted to book spot time on the outlets controlled by NBC, business would have to be done direct with the local service bureau.

When the committee reported favorably on the issue of exclusive representation, Hedges attacked the measure as discriminatory and tending to put the representative business into the hands of a small group of men. Proposition came up again at a later session of the association and it was decided that the resolution be tabled until the general convention of the NAB in October, with the commercial committee in the meantime continuing its study of the subject.

Also suggested was that the commission try to phrase its recommendation in a way that the indie wouldn't be brought down so drastically on such an outfit as NBC.

OFF AIR, ONTO STAGE FOR THE GOLDBERGS

The same day, July 13, that Gertrude Berg and her 'Rise of the Goldbergs' go off the air for Pepsi-Cola, after five uninterrupted years, the act opens for 'Bert' at the Chicago theatre, CHI, as the first stop on a vaudeville itinerary.

This pioneering script act, one of the most successful of radio 'book' turns, is having special scenery built by John Wenger and is routed for several weeks before returning to the air in the fall.

Mrs. Berg will return under new auspices.

NBC's New Coast Talent

San Francisco, June 25. NBC went out on a talent buying spree this week, re-hiring a flock of artists who were previously on the network but had been off for some time. Returning prodigals are Tom Mitchell, who gets five afternoon solo spots weekly; Refa Miller, soprano, and Pair of Planos (Grace Frankel and Gertrude Lyne).

Finkle Lee, monologist, who started a month ago and was immediately called East by the death of a parent, goes back on the payroll this week.

How Does It Feel?

Bristol-Myers and the Benton Bowles agency made use of their Wednesday night whirl on NBC last week to entertain from the studio sidelines a flock of delegates to the convention of the Advertising Federation of America. Through given its usual cross-country release, the comedy portion of the program, with Fred Allen and his stooges, was strictly of an inside flavor.

It was an all burlesque swat at the ad agency business, with yeomen, ideamen, reactionmen and the craft's penchant for conferences, multiple vice-presidents and exaggerated promises for the product's users each subjected to a line of ribbing.

CHI CBS RUN LIKE GROCERY

Chicago, June 25. Switch in policy by the local CBS artists' bureau brings a sudden halt to the rush of stations and network talent-managers to signature all likely performers to long term contracts. New program head for CBS-WBBM, Holland Engle, can't see tying up the network or station with a performer who is okay in the audition room but may not be on the air.

Engle puts it that the station is to be run like a grocery store. 'We buy apples when we can sell apples.' Which in radio and show business language means that CBS-WBBM will sign only that talent which has passed the sponsor and public tests.

GYGI TIES WITH WCFL IN NEW WEB PLANS

Chicago, June 25. Ota Gygi has made an alliance with WCFL, Chicago Federation of Labor station, as the key outlet for his Affiliated Network.

Gygi is establishing affiliations with other midwest indie stations with WCFL to serve as the feed station until a New York base is established. Plan is to divide the network in state regional webs.

Oakley Angle Straightened; Foxx On for Bakery

Philadelphia, June 25. Jimmy Foxx, the Athletics' home-run slugger, goes commercial on WCAU Wednesday (27) for a Philly bakery.

Series, which was to have commenced last week, became snarled on the deal for free admissions to local ball games. Client desired 500 oaksies.

Difficulty was ironed when the player proved that he really didn't own the ball club.

From Night City Ed To 'Man-About-Town'

Philadelphia, June 25. Charlie P. Martyn, former night editor of the defunct Public Ledger, becomes the 'Man About Town' for WIBG, with weekly chatter column. Though tied in with Philly's small-salary than most commercial artists in town.

Ledger papers were the strongest sheet in the town against radio.

G.B. DIRECTORS GIVE \$100,000

**Vote Against Merging
Grouping Broadcasters
with World Broadcasting
System—G.B.'ites to Finance Own Transcription
Making**

SOLVE W.E. PROBLEM

Directors of Group Broadcasters, Inc., during a series of meetings held in New York last week voted against the proposed merger with the World Broadcasting System, Inc. As an alternative to this merger the G. B. coterie have decided to finance their own transcription making facilities. Under this arrangement indie station operators will for the first time in the history of the business be engaged in a co-operative waxed program building venture.

After rejecting the World Broadcasting proposition, the G. B. directorate agreed to subscribe among themselves \$100,000 for the technical improvement of the Byers Studios, Inc., which Scott-Howe-Bowen tossed into the pot when he allied himself with the Group Broadcasters project. Most of the subscribed capital will be used to buy recording equipment from Western Electric. Through this W.E. franchise the G.B. affiliates believe they will be a major barrier to the development of their spot time booking combine when it came to furnishing commercials with the facilities for producing programs.

W.E. Amenable
What had mainly actuated the G.B. members in considering a consolidation with World Broadcasting was the fact that the latter firm held from Western Electric an exclusive franchise for the hill and dale method of stencilling. Decision to drop the merger idea came after it was found that W.E. was amenable to equipping the Byers studios with a recording layout similar World Broadcasting's. A banking group interested in World Broadcasting had offered as part of the merger proposition to finance the expansion of the Group Broadcasters, Inc., enterprise.

Proposed amalgamation would have taken in Group Broadcasters, Scott-Howe-Bowen, Inc., Byers Studios, Inc., and World Broadcasting. Under this plan the Byers plant would have been practically junked and all recording for G.B. clients done in the World Broadcasting studios. Members have 80 days within which to put up their shares of the \$100,000.

At last week's meeting it was also agreed that the Group Broadcasters organization function in two distinct capacities; as a retailer of spot broadcasting on combination rate basis with the advertiser obligated to take a minimum of 10 stations and units of 15 minutes or more, and as the booking representative of members in the G.B. combine when the call from commercials is for less than 10 stations. Each division will have its own sales staff and general personnel.

G.B. organization now embraces 38 stations. Scott-Howe-Bowen is in charge of sales, while Chester Dunham as general manager heads the administrative phase of the enterprise.

Station operators allied with the G.B. combine were gathered in New York yesterday (Monday) to have the co-operative program proposition explained to them.

RUBBING IT IN

Scott's Emulsion is due back in the fall for a 13-week ride on NBC. Program will be of the script classification.

Hollywood Interference Jams Up Fame' Bookings; Par Pulls Boland

Digging 'Em Up

Des Moines, June 25. James Hanrahan, general manager of KSO, went to the University of Iowa at the invitation of Prof. Clay Harshbarger, to hear a class in radio, a branch of the speech department created this year.

After listening to the class and to additions later, he gave jobs at KSO to five members of that class, as follows: Edmund Linehan and Gerald Morrison, continuity; Virgil Tacy and Raymond Cox, announcers, and Phyllis Michael will add the femme touch to the sales department of the station.

Baltimore, June 25. Juvenilia got a bow on Balto either last week. WBAL took on a new announcer, Philip Franklin, 30 years old and two years out of a local high school. WBAL picked up William Seth, prep school alumnus of '33. He hails from WEHC, Charlottesville, Va., and comes into new post as sub-announcer and warbler.

48 FREE HOURS WKLY. TO FAIR

Chicago, June 25. Radio broadcasting industry has been busy with pencil and paper figuring out how much free airing it is delivering to the Chicago World's Fair. It has totaled the average time at 48 hours per week, the largest amount ever given free to any one attraction on a few acres of ground.

Radiolites are beginning to use these figures as an argument whenever the squabbling arises at the Fair administration building. One network had to threaten to pull out its wires in order to get a couple extra press duets.

Average weekly distribution on Fair pick-ups is NBC, 16 hours; CBS, nine hours; WGN, 16 hours; WCFL, four hours; WJJD, three hours.

MANNIE SACKS WCAU'S NEW BOOKING HEAD

Philadelphia, June 25. Staff changes at WCAU have Mannie Sacks moving from publicity to artist bureau ahead, after retirement of H. Hart McHugh.

Replacing Sacks on publicity is Powers Gouraud, who ankles up from the continuity depot, also retaining active interest in programming.

McHugh has been the artist bureau head since the Levys' took over WCAU more than six years ago. Retirement, though listed as temporary, will remain in statu quo because of McHugh's failing health.

Myrt and Marge Back For Wrigley Oct. 1

Chicago, June 25. Any doubts concerning the possible fade-out of the Myrt and Marge act from the ether are now in the alley. Wrigley company last week signified with Columbia here for a return of the gal chatter serial on Oct. 1. Will run five times weekly with 15-minute scripts, as in the past.

Will again ride opposite Amos 'n' Andy period, both for the early eastern and later western nightly runs. Will also use its largest CBS book-up, about 60 stations.

Interference from picture producers on the Coast has jammed up Lehn & Fink on its future bookings for the 'Hall of Fame' on NBC Sunday nights.

Drug manufacturer got its stiffest blow last week when Paramount advised Mary Boland that the anti-radio appearance clause in her picture contract would be enforced and that the series she was slated to do with Charles Ruggles for Lehn & Fink, starting Sunday (8) was out. Same commercial had Mae West scheduled to go on this week-end (1), but this date also has been called off from Hollywood.

With CBS the source of difficulty over Lionel Barrymore, the Metro Network and Campbell Soup lined up to frame an hour's show around Barrymore when studio stepped in with a demurrer. This contract involves around \$750,000 in time and talent for Columbia.

Beer a Life Saver
Booking of Max Baer on last Sunday's (24) show took the agency on the Lehn & Fink account out of an embarrassing situation. Miriam Hopkins had originally been set for the program, but because of her work at Paramount she found it inconvenient to pipe to New York an audition of her bit for E. N. Plaut, president of L. & F., who has made it his policy to give each name a personal hearing before okaying the booking. Miss Hopkins will do her bit this Sunday (1) instead.

Series embracing Ruggles and Mary Boland was to have been for eight weeks. With this setup eliminated it is now up to the agency to scout around for that number of names to carry the program over the months of July and August.

2 Major Accounts Off; Clara, Lou, Em, Ben Bernie Vacashing

Chicago, June 25. More accounts are starting to take vacations from the ether this summer in order to give their talent a rest and prepare for a fresh start in the fall. Ben Bernie band will slide off NBC for Fabst beer July 17, with the program remaining silent until Bernie's return, Sept. 18.

Clara, Lu and Em drop off the Super-Suds program on NBC on Aug. 3 for a month, to return Sept. 3. This year Super-Suds will remain silent during the layoff and not use any replacement show for the interim.

Amos 'n' Andy return to the Pepsi-Cola show Sept. 17.

2D 50,000-PLUS WATTER FOR NBC; KOA, DENVER

KOA, Denver, jumps from 50,000 to 100,000 watts July 7. NBC, which manages and operates the outlet under a lease arrangement with General Electric, will celebrate the event with an inaugural program the same night.

KOA makes the second station on the NBC list that is licensed to generate better than 50,000 watts. WLW, Cincinnati, moved up to 500,000 watts a couple of months ago.

Coaxing A-K

NBC has compounded for Atwater-Kent a program by which it hopes to bring the act manufacturer back to the air. Network piped the show last week to the concern's Philadelphia offices.

Atwater-Kent, rated as radio's pioneer in class entertainment, hasn't had a network connection in four years.

CODE HEARING FIREWORKS

NEXT SESSIONS DUE THIS WEEK

Scrappy 2 Days—Equity Chafes at Delay on Per- formers' Protection— IBEW Demands 35-Hour Week—Webb's Income Much Argued Point

UNIONIZATION FURORE

Washington, June 25. Militant demands of union leaders for drastic hour-shortening and for fixing of salaries of artists and performers turned the hearings on revision of the radio broadcasting Code into a stubborn tug of war last Wednesday and Thursday (20-21).

Pacing voluminous record, Deputy Administrator William P. Farnsworth announced sessions to undertake compromises will begin latter part of this week. Revision negotiations are expected to require several days in view of the apparent unwillingness of unions to compromise and dissension within the Code Authority.

Principal demands were IBEW insistence on a 35-hour week and Equity requests that NRA proceed to protect professionals without waiting longer for codists to make their required survey of working conditions.

But a minor issue, and one which threatens to make much future trouble, was the matter of unionization. Electrical Brotherhood fired several bombshells in the form of charges that company unions have been set up to block Federation organizers, while chain technicians retorted that the IBEW is not qualified to represent engineers.

Sessions got off to a belligerent start when Edward N. Nockles, CA member and operator of WCFM, bitterly criticized rival broadcasters and demanded that stations face the situation and observe labor provisions of both the code and the Recovery law. This spirit of animosity was fanned frequently by Charles Wood, Farnsworth's labor adviser and highly theoretical brain trust, who had numerous highly embarrassing and hypothetical questions.

Labor Key

Key to the entire labor situation came up when Farnsworth threw before the financial position of the two major networks, although little information was placed into the record on this point. Labor spokesmen contended that trade statistics show 1934 is a boom year for Columbia and National Broadcasting webs and that industry as a whole is in position to stand heavy increases in payroll burden. Taking up the labor challenge without hesitation, James W. Baldwin, executive director of CA, called on NRA to accept codists' recommendations that no changes be made at the present time in labor clauses, with a minor exception to which Farnsworth assented.

Financial phase of the problem came up when Farnsworth showed commercial revenue during the early portion of 1934, Baldwin made futile objections to acceptance of this information as a measuring stick. Said use of gross revenue figures as criterion for decision on hour-cuts would be 'most unfair' and warned that early estimates show a 'sharp decrease' in May business.

Warned by presence of Equity representatives that talent question would come up, Baldwin also ob-

Baldwin's Points

Washington, June 25. Opposing changes in labor clauses of the broadcast code the radio Code Authority, through James W. Baldwin, executive officer, informed NRA last week that a survey of technicians' wages shows that raises during the latter part of 1933 occurred at a faster rate than the rise in living costs.

Stating that codists believe further reduction in hours or added increase in pay 'will oppress and may eliminate small radio broadcasting enterprises and will tend to promote monopolies,' Baldwin called NRA attention to Labor Department figures showing that from June to December, cost of living climbed 5.2% while average increase in weekly wages of engineers has aggregated 8.26%.

Code Authority said that employment of technicians increased 11.9%, hours were cut 9.8%, weekly payrolls increased 21.1%, licensed operators with few exceptions enjoy better protection against accident than is generally the case in similar professions in other fields, classification of engineers is impractical since duties and responsibilities vary greatly, and all but four of 516 commercial stations are complying with wage provisions.

jected to taking up proposals except those relative to technicians. He was joined by Phillip Loucks, managing director of National Association of Broadcasters, who professed surprise at the scope of the hearing.

Equity Contentions

First barrage on labor's behalf, was fired by Emily Holt, Equity associate counsel, who testified in capacity of administration member of the CA, and who blasted fellow codists for delay in getting facts about working conditions of entertainers. Recalling that the investigation was ordered Nov. 27 and that codists were expected to expedite fact-finding work, Mrs. Holt charged the CA with stalling and said she deliberately was using dilatory tactics.

Demands that artists' wages and working conditions be covered immediately in the code, and that modifications be made later if necessary on basis of survey, prefaced Mrs. Holt's presentation of detailed amendments intended to limit rehearsals, regulate commissions, and fix fees on basis of station revenues.

Backed by the Labor Advisory Board, Mrs. Holt called for schedule of salaries ranging from \$15 to \$750 for 15-minute periods in three different station categories, standard fees for auditions and transcriptions, strict limitation on rehearsal periods, and outlawing of commissions to artists' bureaus affiliated with any radio station.

Extremely disgruntled about the questionnaire matter, Equity lawyer said the question form devised by the CA was entirely inadequate to bring out pertinent information and recommended that the Labor Ad-

visory Board take over the survey to insure accurate study.

Answering two of broadcasters' principal objections before they could be registered, Mrs. Holt decided the argument that talent is not directly in the employ of broadcasters in commercial programs and announced Equity has no desire to fix scale of salaries for artists in stations charging less than \$100 an hour. Demanding that big stations quit hiding behind little members of the industry, she said Equity recognizes that local broadcasters ordinarily use semi-professional or amateur talent and declared that Equity does not want to lower standards of artists in metropolitan areas by taking lower rates of small stations.

Asked by Farnsworth 'How about people who beg for a chance to broadcast for nothing or offer to pay for the privilege?' Mrs. Holt quickly retorted that NRA must protect labor from itself.

Objections to consideration of Equity proposals came immediately from Baldwin, who said Mrs. Holt had made 'ex parte presentation' and denied the CA had been negligent or dilatory. Code Authority dissension dropped out when Nockles shouted that Baldwin cannot speak for the entire Code Authority.

Company Unions

First squabble over company unions and technicians came up Wednesday afternoon (20) after Edward D. Blieritz (IBEW) had read a lengthy brief supporting the union's demand for shortening of work week and upping of salary minimums for engineers.

Hitting all industry for thinking the economic emergency is over, Blieritz requested 'proper changes' and referred to indications that the air industry is enjoying big boom. Said broadcasters are chief beneficiaries of Recovery movement and workers are entitled to more consideration. 'Brotherhood' demanded minimums for technicians be raised from \$40 to \$44, \$30 to \$33, and \$20 to \$22 and hours be chopped to 35 with provision for exemption from maximum time limit for small stations upon adequate proof of hardship.

Wage changes would require 42 stations employing 439 technicians to raise workers \$4 weekly, 122 employing \$12 to add \$3, and 252 employing \$54 to add \$2, Blieritz said.

Other Brotherhood demands were for classification of engineers and fixing of minimums on basis of groupings according to nature of work, two weeks' vacations, payment in cash or checks, elimination of apprentice provisions.

Engineer Surplus

Slamming radio schools which have created a surplus of engineers, IBEW spokesman said 4,000 men are licensed for 3,000 jobs and that amendments must create only 460 openings. Also said industry easily can stand 10% raise on basis of increased incomes and pointed out that radio requires rigid government regulation to prevent monopolies.

Starting in to relate specific instances where broadcasters have violated labor guarantees in NRA, was R. McLean, of radio division of Brotherhood, precipitated furious debate which ended when Farnsworth ruled out mention of any particular station and Baldwin objected to any unsworn testimony alleging violations.

Union was told by Farnsworth to take its complaints immediately to the National Labor Board for investigation and 'heartily recommended' this action.

Inquiring 'Does Section 7A mean anything?' McLean charged that flaunting of provision guaranteeing right to unionize is general in the industry and that considerable trickery has been used to circumvent requirement that employers keep hands off organization efforts of their employees. Asserted that in New York, Chicago, and Cleveland company unions have been set up and notices given technicians not to join the Brotherhood.

Repeated demands by Baldwin that McLean's testimony be stricken from the record were overruled by Farnsworth, who said he did not consider that any 'indictment' had been made by the union official. Complaints that many engineers

Proposed Code Amendments

Washington, June 25. Concrete amendments to the broadcast code proposed by Equity and the NRA Labor Advisory Board provide:

1. Thirty-five hour and five day week; seven hour day; time and a half for all overtime, which is limited to five hours except in emergency.
2. Minimum for technicians of \$44, \$33, \$22, according to code station groupings; \$22 for announcers; \$15 for all except learners, who may work for 60 days at 80% of the applicable minimum.
3. Readjustment of all salaries to preserve the di existence June 16, 1931.
4. No hold back of pay; employees must be paid in cash or checks. Transportation for business purposes to be paid by employers.
5. No artist required to pay a commission to a program bureau or agency affiliated in any way with broadcaster nor to agency paid a lump sum to arrange broadcasts.
6. No discharge without notice of 14 days for each month employed. Vacations to be calculated on the same basis of employment.
7. Following salaries for performers: Class A stations (charging \$400 or more an hour for time), \$15 for 15 minutes day and \$35 night, \$25 day and \$50 night for 30 minutes; \$30 day and \$50 night for 45 minutes; \$40 day and \$60 night for one hour; rehearsals for daytime programs to be held on same day as broadcast except that for an hour program rehearsals may be held on two days; rehearsals for night programs may cover two days except that only one rehearsal shall be required for 15 minute program. Class B stations (charging \$200 to \$400 an hour), \$10 day and \$25 night for 15 minutes; \$15 day and \$35 night for 30 minutes; \$20 day and \$35 night for 45 minutes; \$30 day and \$42 night for one hour, same rehearsal provisions. Class C stations (\$100 to \$200 an hour), minimum of \$12.50 day and \$15 night for commercial programs of not more than an hour and \$7.50 and \$10 for sustaining features.
8. Extra rehearsals to be paid for at half rates for three hours. Rebroadcasts one-half extra on the same day and full rate on another day. Recorded programs one-half extra.
9. Auditions one-half rate of the highest class of the station expected to use the program with a \$15 minimum for an hour.
10. Rehearsals for programs not performed, one-half check for single rehearsal, full check for two rehearsals.
11. Recordings: \$15 for one 15-minute program; \$50 for one-half day; \$75 for full day. Maximum of five 15-minute records in one day. Pro rata pay for retakes. No resale of audition records. No use of recordings by outside stations unless performers receive one-half pay for all other stations.
12. No studios in the A and B classifications to permit own employees to play parts in any program.

In the south are working seven days a week without vacations, J. V. Fitzhugh, of San Antonio local, presented new demands for transportation expense for engineers employed on remote jobs, limitation of the time during which specific hours are worked, and extension of code to municipal and state stations.

Texas was particularly insistent that code require payment of wages in cash or check, complaining that broadcasters are chiseling by use of merchandise accepted in payment for station accounts or are using scrip which is overvalued and restricts freedom of workers.

Labor and employers were told by Farnsworth to get together on the matter of municipal and state-owned stations and urge legislatures to enact measures requiring publicly owned enterprises competing with private industry to observe the codes. Said NRA is without power to intervene in this situation.

Merrymann's 3 Hours

Feeling over unionism reached its height in appearance of the stand of Phillip I. Merrymann, vice-president of Association of Technical Employees of NBC, and continued through testimony of Harry Spears of the Associated Columbia Broadcasting Technicians.

Clearly expecting a bitter attack, Merrymann described the NBC organization as a non-company dominated union and was quizzed intensively by Farnsworth, Wood and Nockles concerning the history of the association. Admitting that the first national association meeting

was held on NBC property and that employees' expenses were paid by the web, Merrymann denied company officials had any part in drafting of constitution or inspiring the unionization movement. Stressed the fact that no employee with power to hire or fire is eligible for membership.

'There was then in existence no other labor organization qualified, to intelligently represent the employees of NBC,' Merrymann shot back at Nockles and Wood when they asked why a company union was formed.

Keeping Merrymann on the stand three hours, Wood and Nockles forced reading of lengthy constitution and wage agreement. Highlight of Merrymann's appearance was announcement that NBC employees oppose reduction of technicians' work time below 45 hours on the ground there is no unemployment among qualified technicians, operating requirements make such readjustment impractical, and wages would be reduced. This stand, angered both Wood and Nockles, fostered bitterly inquiring 'I want to find out why you are not fighting for a 35-hour week?'

Nockles also was irritated by the fact that NBC employees who are discharged no longer retain active membership and that the association makes no provision for sick benefits, unemployment or old age insurance, or other forms of aid to members.

After Farnsworth had brought out that the NBC union is interested primarily in employed technicians and desires to raise salaries of engineers already at work rather than bring about increase of technical staff, Merrymann was quizzed at length on feasibility of establishing classifications for engineers. Describing classifications set up in NBC wage agreement, Merrymann said that raising of code minimum for small stations would drive locals and part-time transmitters out of business.

Merrymann's frequent discussion of economic matters caused the labor advisor, Wood, to object strenuously to admission of such testimony, on the ground the NBC engineer was not qualified to discuss financial phases of the situation or to speak for the industry.

(Continued on page 60)

One Happy Note

Washington, June 25. The radio hearings last week ended on one harmonious note when Deputy Administrator Farnsworth paid high tribute to James W. Baldwin, Code Authority executive officer.

Saying he felt confident that even labor would subscribe to his remarks, Farnsworth said Baldwin had been 'fearless and fair' in carrying out his duties. Following adjournment, the labor men crowded around Baldwin to pat him on the back and assure him there were no hard feelings toward him despite his firmness in opposing their proposals.

Out Clause

Washington, June 25. Elimination of an objectionable clause in Article 5 of the radio code was agreed to by NRA last week.

Deputy Administrator Farnsworth recognized Code Authority claim that hardship has resulted from provision requiring broadcasters to observe as minimum and maximum the existing wages and hours of labor in effect on Nov. 1, 1933, whenever the minimum pay was above the code level or the hours were less.

New Business

DENVER
Faultless Star, 13 15-minute transmissions, three weekly. KOA.
Hamm Brewing Co., 13 15-minute transmissions, one weekly. KOA.
Perkins Products, 26 five-minute programs, two weekly. KOA.
Cottrell Clothing Co., seven minute announcements. KOA.
Kellogg Products, 28 one-minute announcements, four daily. KOA.
Doran Coffee, 28 one-minute announcements, four daily. KOA.
Gump Glass & Paint Co., three announcements, two weekly. KFEL.
Colomont Distributin, five announcements. KFEL.
Model Furniture Co., 15-minute daily programs, one month. KFEL.
Shanghai Tea Room and Pagoda Inn, one announcement daily, one month. KFEL.
Smart Dress Shop, five announcements. KFEL.
Frumses Jewelry, one announcement. KFEL.
Dupont Race Track, one 15-minute program, four five-minute programs and 12 announcements. KLZ.
Colorado Motor Association, three daily announcements, one week. KLZ.
Hazel Atlas Glass Co., five announcements daily, 10 weeks. KLZ.
Cramer Tire Co., one announcement daily, one month. KLZ.
Robert Collier, Jr., World Fair tours, four announcements. KLZ.
Robert Evans, one 15-minute program. KLZ.

NASHVILLE
Stephens-Ruffins Mfg. company, beginning June 23 for indefinite period, 7:45-8:00 p. m., Saturdays, the Pickard Family, Direct.
Love Charm Co., beginning October 20 for 26 weeks, 7:15-7:30 p. m., Saturdays. Hilmer V. Swenson.
Pure Oil Co., beginning July 5 for 26 weeks, 8:30-9:00 p. m., Thursdays. Freitag Agency.
Palmer Hatch Co., 10:45-10:50 p. m., Saturdays, increased from 13-week contract, which began March 17 to 26. Edward M. Power, Pittsburgh.

LINCOLN
Floyd Rawlings, candidate for congressional election, 10-minute talk. KFOR.
Montgomery Ward, daily announcements. KFOR.
Grammicks Soft Drinkorium, month of daily announcements. KFOR.
Gruen Grocer, daily announcements. KFOR.
Van Sickle's Glass & Paint, 15-minute noon time program, Tuesdays and Fridays, for month. KFOR.
Also two announcements daily on KFAB "Time and Tunes" broadcast, and several spot announcements.
South Street Fruit Market, announcements, one month. KFOR.
Fred Hays Bar-B-Q, 100 announcements, twice weekly, for year. KFOR.
Willard Tablet Co., announcement daily, 26 days. KFAB.
E. W. Fitch, daily announcements, one week. KFAB.
Hospitalization Corp., daily participation KFAB's "Times and Tunes" for year.
Kellog Sales Co., daily announcements, one month. KFAB.

ALBANY
Northwestern Milling Co., 13 announcements, twice daily. Placed by Scott, Howe, Bowen, Inc. WOKO.
Rumford Baking Co., 16 15-minute transmissions, twice weekly. Placed by Scott, Howe, Bowen, Inc. Extension of present contract. WOKO.
Buick Motor Co., 30 announcements three morning and afternoon and two evening daily. Placed by Campbell-Ewald Co. WOKO.
General Motors, 18 announcements, one morning and one afternoon daily. Placed by Campbell-Ewald Co. WOKO.
Chevrolet Motor Co., eight announcements, one morning and one afternoon daily. Placed by Campbell-Ewald Co. WOKO.
Procter & Gamble Co. (Drene), 28 announcements, one morning daily. Placed by H. W. Kastor & Sons, Chicago. WOKO.
Ree Motor Co., 13 announcements, daily. Placed by Maxon, Inc., Detroit. WOKO.
Seminole Paper Co., 13 15-minute

Renewals

Northwestern Yeast Co., 13 weeks, effective July 2, 26 stations on NBC's blue (WJZ) link, Monday evenings. Through Hays MacFarland & Co.
A. S. Boyle Co. (Old English Floor Wax), effective Sept. 30, 13 weeks, 47 stations on CBS, "Lazy Dan, the Minstrel Man." Through Blackett - Sample-Hummert, Inc.

transcriptions, morning one weekly. Placed by Radio Broadcasting Co., Boston. Renewal of present contract. WOKO.
Chrysler Motors Corp. (Dodge), 12 announcements, twice daily in evening. Placed by Ruthrauff & Ryan, Inc. WOKO.

HARTFORD
General Baking Co., two daytime and one evening announcement, one week. Placed by Batten, Barton, Durstine & Osborne. WDRG.
Chrysler Dodge Division, two announcements daily, one week. Placed by Ruthrauff & Ryan. WDRG.

Bintz Clothes, 14 announcements for two weeks. Placed by Florence Griffin Agency, Cleveland. WDRG.
Nozema Chemical Co., local campaign, five-minute transmissions, three times weekly. Placed by Ruthrauff & Ryan. WDRG.
Ortson Apple Co., one announcement daily for four weeks. Placed by Metropolitan Agency, WDRG.
Ex-Lax, 78 evening and 52 daytime announcements ending November 24. Placed by Joseph Katz Agency. WDRG.

Colonial Auto Co., one announcement daily. Direct. WDRG.
Eagle Dye Works, switch to Shoppers hour, starting July 2. Placed by Gross Agency. Daily announcement. WDRG.

Clark Wright Co., three spot announcements, four weeks. Direct. WDRG.
Imperial Cleaning & Dyeing Co., Shoppers hour, starting July 2. Placed by Randall Agency. WDRG.

Milk Producers Dealers Ass'n of Conn., one 15-minute program, indefinite contract. Placed by Gross Agency. WDRG.
Scott Furters, 26 weeks, 15-minute electrical transcriptions of Donald Novis program. Placed by Aaron Blum Agency. WDRG.

Wonder Bar, four announcements weekly. Placed direct. WDRG.
Gruber Furniture Co., ad liner, one announcement daily. Placed direct. WDRG.
Aetna Exterminating Co., two announcements weekly, four weeks. Placed direct. WDRG.

Lake Amston Development Corp., ad liner daily for indef. period. Placed direct. WDRG.
LOS ANGELES
Associated Oil, 8:15 to 8:30 p. m. Six day bicycle races, KMTR.
Coast Line Co., 1:30 to 2:00 p. m. White Horse Rangers, cowboy vocal and instrumentalists. KMTR.
Consolidated Mining Co., 5:45 to 6:00 p. m. Wednesday. Continuity

program, direction Sherman Bainbridge. KNX (Elwood J. Robinson).
Blatz Brewing Co., 100-word spot announcements, five nights a week, June 25 to Sept. 29. KNX (Klaus Van Pietersen-Dunlap).
H. Jevne Co., 7:00 to 9:00 a. m., seven days a week, Bill Sharple and gang on breakfast program. KNX.
Crazy Water Co., Monday-Thursday, 7:15 to 7:30 p. m., discs. KNX (Tom Wallace Agency).
Great States Life Ass'n, Monday-Wednesday-Friday, 8:45 to 9:00 p. m., discs. KNX (Tom Wallace Agency).

PITTSBURGH

Perkins Products, sketch on disc, two afternoons weekly 13 times. Placed by Scott Howe Bowen. WCAE.
Westgate Sea Products Corp., six announcements weekly 26 times. Placed by Barnes Campbell Co. WCAE.
Reliance Mfg. Co., six announcements weekly six times. Placed by Carroll Dean Murphy. WCAE.
Finter Corp., one announcement weekly five times. Placed by Florence Griffin. WCAE.
Perfect Laundries, two announcements weekly 13 times. Placed by Ketchum, MacLeod and Groves. WCAE.

LANCASTER

Fulton theatre, not less than 10 and not more than 13 spot announcements daily, 52 weeks. WGAL.
Dr. Samuel (local store), daily announcement, six days a week, 52 weeks. WGAL.
Fastech, three 125-word announcements weekly, 13 weeks. WGAL.
Herb Doctor Compound, two announcements daily, six days a week, 52 weeks. WGAL.

WINSTON-SALEM,

Huerich Beer, five minutes daily, baseball scores. WSJS.
Stanback, five minutes daily, except Sunday, with disc, "Stanback Melody Man." J. Carson Brantley Agency. WSJS.
Pyroll, spot announcement daily, one month, except Sunday. WSJS.
Dr. Pepper, one minute announcement daily, two months, discs. Tracey Locke Dawson Agency. WSJS.

PORTLAND, ORE.

Star Radio company, 16-minute programs. KGW.
McElroy's Bohne Garden, dance hall, announcement service, daily for one month. KEX.
Schultz Happy Land, announcements, daily six months. KEX.
Neskoite Beach, resort, 15 daily announcements. KEX.

BOSTON

Joseph Breck & Sons Corp., Boston, 52 20-minute programs, contract renewed June 10. Through G. E. Clark, Boston. WEEI.
E. E. Dickinson Co., New Haven, four five-minute programs, started June 20. WEEI.
Cherry Hill Nurseries, Boston, seven announcements in "Evening Tailor," started June 16. Through Ingalls Advertising. WEEI.

NBC ENFORCING 60-DAY START CLAUSE

Chicago.

NBC this year is making an earnest effort to enforce its ruling that no contract for time on the network will be accepted more than 60 days in advance of the starting date. NBC feels that acceptance of a starting date too far in advance prevents the network from selling the intervening time, since no advertiser will go on under the stipulation that he will have to go off within a month or so because the time has been sold to another sponsor.

There have been a few squabbles on this score from big advertisers who want to set time on NBC with starting dates in September and October, particularly those advertisers with purely winter products. CBS, on its hand, admits no such clause in its contract and has been okaying deals far beyond the 60-day period, only last week signaturing with Wrigley for the resumption of the Myrt and Marge show on Oct. 1. NBC has been accepting such contracts on a tentative basis, putting them in the drawer and giving them the final okay when calendar reaches within 60 days of the starting gun.

KFRC Lands \$20,000

Cal. State Fair Job

San Francisco, June 25.
 Ellis Levy of the Thomas Lee artists bureau at KFRC has landed the contract for selling, producing and staging all entertainment for the California State Fair at Sacramento, Sept. 1-11.
 Levy will book the S&W Merry-makers from KHL, Los Angeles, for the first two days; Jay Brower and the KFRC Happy Go Lucky Gang for the next six days; and Harrison Holloway and the KFRC Blue Monday Jamboree for the final two days, the Merry-makers and Jamboree singing one broadcast each, and the Happy Go Lucky five from the fair grounds via the Don Lee network.
 An entertainment budget of \$20,000 has been set up for this year's fair, to include the cost of acts, bands, fireworks, a line of girls and novelties. Last year's fair, running eight days, played to 350,000 people. Committee hopes for a half million on this year's 10 days.

Short on Talent

Minneapolis, June 25.

Minneapolis Tribune and St. Paul Dispatch, Twin City newspapers, new owners of local independent station WRHM, are experiencing difficulty in obtaining first-rate talent to raise the station's entertainment standard. WCCO and KSTP have the Columbia and NBC programs respectively.
 Effort being made to put through a deal which would give WRHM some of the programs not being used by the two chain outlets or to effect a tie-up with some Chicago independent station.

WAAF Moves

Chicago, June 25.

Station WAAF is moving to the Palmer House and will occupy the studios formerly used by WJJD. WAAF was burned out of its quarters in the Drovers building by the recent stockyards fire.

Graham A. Robertson named eastern rep for WLS, Chicago. He will operate out of an office in New York. Previously Robertson represented in the same area the Prairie Farmer, which operated WLS.

To a Certain Advertising Agency:

Recently you conducted a survey of the radio preferences of 2,372 youngsters in New Jersey. Your survey revealed that the Bobbie Benson program (CBS-6:15 P.M.) was by far the most popular air offering among the juvenile listeners.

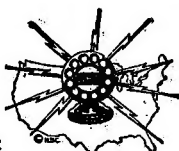
The Bobbie Benson program is written and directed by Peter Dixon, who has other ideas and program series that will stand up under the acid test of juvenile interest.

Which is why you might make a note of the address below, because some day you may need an exceptionally good radio program.

PETER DIXON and ASSOCIATES
 Hotel St. Moritz New York City

STUDEBAKER

WEAF
Monday
8:30 P.M.
E. D. T.
Coast-to-Coast



PRESENTS



WABC
Tuesday
9:30 P.M.
E. D. T.
Coast-to-Coast

RICHARD HIMBER

AND HIS
RITZ-CARLTON
ORCHESTRA with JOEY NASH

JANE FROMAN

SINGING STAR "1934 ZIEGFELD FOLLIES"

HEADLINING CAPITOL, NEW YORK, This Week (June 22)

Personal Rep., WILLIAM MURRAY, WM. MORRIS OFFICE, New York

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Paraded Fred Waring

Philadelphia.

Most impressive stunt ever staged around an ether show was probably brought off by Waring's Pennsylvanians and Ford dealers a gigantic showing.

Band arriving in town, swung into a Ford car parade through the city, winding up at City Hall for handshakes by the Mayor, marking one of the few times Quakerstown's chief executive consented to come out of hiding.

Dealers' banquet followed at the Bellevue Stratford for ark crew and press. Seated over 400 and occupied the entire ballroom floor. Fleet of Fords carried banquet attendees to Convention hall, which was jammed to the rafters. By approximate count, 15,000 heard the orchestra. N. W. Ayer, handling the show, claimed requests for passes topped the 50,000 mark.

Program was preceded by an industrial motion picture, titled "Rhapsody in Steel." Local dealers wound up with 13,000 names of prospective buyers, signed, addressed, and dropped at the doors. Admission was refused without this info.

Waring's band sang at dinner banquet after rehearsing all day, played a 15-minute show for the audience after the broadcast, and back to a buffet supper for the press and Ford execs before taking the New York train.

Entire stunt reveals how neatly a sponsor can take advantage of the draw of his artist. But although every opportunity to benefit wasn't overlooked, neither did the dealers spare any expense to make the composite picture look like something. The idea that a radio program could draw so many people opened up the Philly newspapers for the best legitimate air publicity ever snared here.

Enterprising Indies

New York.

At least two stations in the New York area are striving for novelty and some sort of audience distinction which will prompt a certain type of auditor to tune in, as opposed to the network or other big league stations.

These are WNEW and WHN. The former is Adman Milton Biow's enterprise, occupying the elaborate Madison and 64th street offices outlined by the ill-fated Ed Wynne-ABS chain, and WHN, of course, is the Loew station.

Both aim for the dance-hounds and feature that the greater majority of their on-the-air time is filled with music of some sort. It isn't the dance bands around the popular nightclubs, restaurants and hotels, it's dinner or light concert music of some sort. With result that both have followings of that calibre pretty well established.

WHN is by far the older station. But WNEW went right after the music thing via consistent spot ads ballyhooing at least four and one-half hours of marathon despatch from 10:30 p.m. to 2 a.m. Now WNEW is on the air until 4 a.m. some nights, with late term music, and sandwiching in a plug for Philip Morris or some other open account in between. (Biow's ad agency handles the Morris account which has previously utilized chain and local station time).

WHN doesn't make the mistake of some smaller stations by indiscriminately performing dance records; it uses special electrical transcriptions for broadcasting purposes exclusively and manages to ease some good occasional bally for the Loew theatres, or the current Metro features and where exhibiting, etc.

Just One More Chief

Troy, N. Y.

A crowd estimated at 10,000 persons waited on the streets in a broiling sun to get a peek at Ed Wynn on his arrival here last Friday afternoon to receive a gold badge (this eighty-third) as honorary chief of the Troy Fire Department and to appear as the chief attraction at the annual card party of St. Mary's Catholic Church, held in Washington for outside performers.

The radio comedian was almost mobbed when the crowd swarmed around the big red car of Chief C. J. Casey. The comedian was riding Mayor Burns received Wynn at City Hall, attended a dinner in his honor at the Hendrick Hudson hotel (where the parade broke up) and pinned the badge on him at the card party in the evening, when state police were called on to assist police and firemen in handling the crowd.

The comedian then loaded down with badges, made a humorous speech, Nick Kenny acted as master of ceremonies for the broadcast, on which some of Kenny's "gang" were heard.

Laying Luncheons

Portland, Ore.

Dramatic players of KGW-KEXK invaded the Portland Ad club noon luncheon recently and put on a "Homicide Squad" program in tabloid form. Sound effects and atmospheres were complete. All the lights in the hall flashed on, a siren sang out from the dark, accompanied by appropriate mood music. A terrified scream, shot, the lights on again, and an announcer before the public address system microphone saying, "ladies and gentlemen, murder has been committed, and the Homicide Squad" swings into action.

So popular has this weekly KEXK crime story feature become that other requests for outside performances have been received. It is sponsored by the Community Credit company and handled by Mac-Williams & Cole agency. Consistent showmanship has been responsible for increased business, reports the sponsor.

2 1/2 Hours of 'Billies'

Lancaster, Pa.

"Good Old Mountain Music" still holds vast appeal for rural radio audiences, WGAL, Lancaster, Pa., finds. This station, which has a vast crop of jug-and-fiddle talent free for the taking and no small percentage of its listeners crying for more, has had a problem on its hands. The question has been how to satisfy this demand, using the free talent, which is usually acceptable, yet keep out of the classification of hill billy stations.

Satisfactory solution reached in the creation of the "Hickorytown Hoe-Down," inaugurated recently. Cliff Grey acts as master of ceremonies on this program, which goes strong for two hours and a half every Saturday afternoon. As many as a dozen jug bands, some of which travel 50 miles, do a gratis serial strut.

Sunday in Philly

Philadelphia.

Competition among the various kiddie shows in Philly is driving the stations to novelties to hold the audience, with WFEN going in for separation of these shows under the heading of nationalities.

Two new programs which started Sunday (24) bring the colored children on for an hour in the early afternoon, with proteges of Mussolini taking an ether bow a few hours later.

First show has garnered a full ark accompaniment, with the 60 minutes one emulation of Ethel

Waters and Bill Robinson after another. The Italian youngsters, not to be outdone, have received the official stamp of approval of their country's local consul and civic Italian leaders.

All stations are branching out the Sunday children's programming, with the outlets not equipped for visual attracting tying in with many neighborhood theatres. Most programs are sponsored, and tickets remain at a constant premium. Recalling Philly's rep for church-going, this sudden surge toward radio on the Sabbath is causing plenty of religious headaches, and several denominations contemplate action to prevent theatres from showing, even though an admission is charged, on the ground that the commercialism makes it a violation of the Sunday Blue Laws.

Revived Old Bouts

Portland, Ore.

Seven, eight, nine, and here's the out! Fighting Jim Jeffries is the new wave of champion. Cheers, applause and shouting. That's a sample of what the listeners heard June 14, just before the Baer-Carnera engagement.

A 15-minute program recreating all the heavyweight bouts from John L. Sullivan's time to the present was broadcast, sponsored by the Star Radio company over KEXK. Broadcast was complete with sound effects, crowds, shouts, yells, boos, time bell and referee's whistle and the material was historically accurate. One announcer would give a resume of each championship fight up to the deciding round, and the other would give a blow-by-blow version of the fatal ninth, 10th or 49th round, whichever it happened to be.

Reviving the Parade

Seattle.

Using circus tactics—a fancy dress parade along the downtown sidewalks before staging the real show—KJR last week ballyhooed the Kent, Wash., lettuce festival. The festival's queen, two attendants, and six maids of honor, the Japanese girls dressed in brilliant kimono, were invited to Seattle for a broadcast by Al Balch, KOMO-KJR publicity head. The royal court accepted, came, met the mayor, and was paraded, fancy duds and all, up to the studio.

The mob which gathered behind the procession, pushed with it right into the studio, where for 15 minutes the girls rehearsed, and then for another 15 minutes gave little speeches on the air.

Pays to Advertise

Lancaster, Pa.

Radio as a medium of direct merchandising is proving its merit to advertisers in this locality. In a new contract signed by WGAL, the Giant-Monarch, recently opened grocery and produce market, uses spot announcements to tell the shoppers of specials and bargains in everything, from prunes to poultry.

While some large advertisers are inclined to believe radio lacks punch in this particular type of advertising, actual checks on specials advertised only in radio spots demonstrated that it has real pulling power.

Results from first spots on radio specials induced market's signing a 12-week contract for several announcements a day.

Getting Good Will

Baltimore.

WFBR is giving free spot announcements plugging a drive currently being made by the Baltimore Pharmaceutical Ass'n. Organization, composed of indie drug stores, is striving to level retail prices of standard products, thereby circumventing throat-slashing competition. WFBR is awarding the free ether time as good-will gesture toward Bristol-Meyers and Gillette, station advertisers, whose goods are among

(Continued on page 60)

A Record

Minneapolis, June 25.

Breaking all local records for continuous announcing through the mike, Al Sheehan, of WCCO, talked for three hours at the Shrine Electrical Pageant at the University of Minnesota stadium. He was m.c., a new kind of unseen one, presiding at the mike and announcing the entire proceedings through the loud speaker system and over the ether.

Studebaker on Both

Nets; Himber for NBC

Chicago, June 25.

Roche, Williams & Cunninghamham agency here has asked a contract with NBC for another Studebaker show with the Richard Himber orchestra starting July 2.

Himber program is now running on CBS, with the new show giving Studebaker a double network plug.

Lombardo Goes Plough

Guy Lombardo replaces Vincent Lopez on the Plough (NBC) stanza July 11.

With the Lombardo unit's entry the medicine show shifts from the blue (WJZ) to the red (WEAF) ink and takes a later release, 10:30 p. m. EDST. Ed Sullivan exits along with Lopez.

FIZDALE QUILTS

Chicago, June 25.

Tom Fizdale has resigned from the NBC press department here, moving out on August 1.

Fizdale has been with the organization for three years, having handled special publicity besides being night editor. He has been doing exploitation work on the Phil Baker-Armour program. He may shift to an agency post.

This is the second split in the NBC press ranks in the past month, Jim Cook having left previously.

TWISTER HITS WKRC

Cincinnati, June 25.

WKRC, 1,000-watt CBS outlet, is operating with a temporary antenna pending replacement of its two 154-foot vertical radiators atop the nine-story Alms hotel, which were demolished by a 50-mile gale during a thunderstorm Friday (23).

Damage to the towers placed at \$50,000 by Eugene S. Mittendorf, manager, and Frank Dieringer, chief engineer, of the station.

KNX STAFF WORKOUTS

Hollywood, June 25.

KNX will put on a series of weekly dramatic tabloids, written and enacted by staff members, with Stuart Buchanan producing and directing.

Initiator is "Burned Out," written by Lee Cooley, to be aired Tuesday (26).

Horace Mitchell of Kittery Point, Maine, called at WEEL, Boston, to discuss a proposed broadcast by his famed talking bird, whose mother was a duck and whose father was a parrot. It was the same Horace who made page one of all the papers last fall with a yarn about a down-easter who rode through Kittery at 90 miles per hour on the back of a moose.

Landis Bans

Sponsor for A.L.-N.L. Game

Chicago, June 25.

There will be no commercial hook-up on the second annual charity baseball game between the National and American leagues, which will be played in New York July 10. Last year the first such charity game was held in Chicago and was sponsored on WGN and Columbia, with the Baseball Benefit getting 50% of the coin. It was run as a sustaining feature on NBC.

At a meeting held at Judge Landis' office here last week it was decided that the games will be non-commercial as to radio and delivered to both networks, but that the chains will have to feed the game to any stations that want it. WGN, Chicago Tribune station, and an indie transmitter will pick the broadcast up for NBC.

Judge Landis again stated that neither Graham McNamee nor Ted Husing will be permitted to broadcast the play-by-play account of the game. They will merely be permitted to do the feature and color description, relinquishing the mikes to others for the direct play account.

WHB's WOQ Shows

Kansas City, June 25.

With WOQ off the air, owing to a ruling of the Federal Radio Commission, several of the features of the Unity School's features have been taken over by WHB.

The Sunday morning Unity service from 11 to 12 each Sunday will be given, and also a daily religious service at 11 o'clock each morning. Carl Frangisher, former WOQ manager, will lead his 14-piece band in a half-hour program Friday mornings.

Mrs. Giving In

Indications are that the fall will see a concerted move among radio set and tube manufacturers to get on the network bandwagon. Shows were auditioned by NBC last week for RCA Radiotron, Atwater-Kent and United American Bosch.

Radiotron stanza was framed around Tom Howard, while for the latter two receiver brands the entertainment idea was musicals.

Chi Collision

Chicago, June 25.

Three Grieg-Blair-Spight partners are getting together here next month for a round-table confab.

Humbolt Grieg will hop in from one coast and Lindsay Spight from the other, while John Blair will do the hosting.

Mex Hotel's Stati

Mexico City, June 25.

American technicians installing radio station XEAA at Mexicali Station will be operated by a hotel as a tourist siren. Will start late this month.

FIVE-THOUSAND WATTS • CLEARED CHANNEL



Cincinnati

AMERICA'S FASTEST GROWING RADIO STATION

COMMERCIALS

WEEK OF JUNE 25

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME LEAD
12:30-W-F-WABO
Ed McConnell
*Hearst H-Mc
A. C. SPARK PLUG
10-Sa-WFAB
*Cooker
Eddie Green
Dick Campbell
*Campbell-S
A & P
10:30-W-WFAB
Harry Horlick
Robert Simmons
*Paris & Pearl
ARMOUR
9:30-F-WFAB
Phil Baker
McNaughton
Mabel Albertson
Irene Basler
Roy Shields
*N. W. Ager

D. T. BARNETT
1:30-Su-WFAB
Mary Small
Lundt Trio—White
Wm. Trigo
*Peck
BARBAROL
5:15-M-WABO
Edwin C. Hill
*Erwin Wasey
BAUER & BLACK
1:30-Tu-W-WFAB
Wade Booth
Dorothy Day
*Needham, L. & B
DISCOLD
1:30-W-WABO
Beverly Marshall
Elizabeth Lenox
Victor Arden's Org
*Blackett

BORDEN
10:30-Su-WABO
15 Min. in Hillyard
Mark Warner
11:45-W-WABO
Jane Ellison
*Kane & Rubicam
BRISTOL-MYERS
9-W-WFAB
(Sat. Hepatica)
Fred Allen
Portland Hoffa
Jack Smart
Lionel Stander
10:30-M-WFAB
Irwin Delmore
Theodore Pious
Irene Troubadour
Minerva Webb
Lennie Hayton
*Dean & Bowles
CALSBORO CO
4:15-Th-WFAB
*Rhyming Rover
Thompson

ELaine Melchior
Elaine Klein
Bill Shelley
Henry Gurvey
Harry Swan
Lionel Stander
Emmett Gowen
Beatrice Allen
Ruthrauff & R
EX-LAX
9:30-M-WABO
Lud Gluskin
Henriette Schuman
*Katz
FIRESTONE
10:30-M-WFAB
H. Firestone, Jr.
Gladya Swarthout
Vocal Ensemble
Wm. Daly Org
*Sweeney-James
FITCH
7:45-Su-WFAB
Irene Basler
*K. W. Ramsey
FORD MOTOR
9:30-Su-WABO
10:30-M-WFAB
Ted Pearson
N. W. Ager
FUNK & WAGNELL
(Literary Digest)
7:15-W-WFAB
Gordon McNamee
*Badger & B
GEN. BAKING
9:30-Su-WFAB
Julia Standen
Frank Crumit
*B. D. & O.
GENERAL FOODS
(La France)
(Washing Powder)
9:30-M-WFAB
*Beatrice Fairfar
Marjorie Johnson
Wm. Daly Org
11:15-Th-WFAB
Frances Lee Barton
*Young & Rubicam
8-Th-WFAB
(Maxwell)
Chas. Weininger
Lanny Ross
Annette Hainbuch
Conrad Thibault
Muriel Wilson
*Young & Rubicam
G. H. Hansen
9-F-WFAB
*Lord & Thomas
CLIMAXINE
13-Th-WFAB
Harold Stokes
Jack Heller
Gale Page
King's Jesters
W. S. Hill
OUTER
(Odorous)
9-W-WFAB
Phil Harris
Leah Ray
J. Walt. Thomp.
10:30-M-WFAB
Colgate Palmolive
(Colgate Dentifrice)
9:30-M-WFAB
*Chas. H. Fry
Joe Cook
Donald Novis
Frances Lenford
Don Voorhees
Brend Browne
*Young & Rubicam
10-Th-WFAB
(Palmolive Soap)
John Barker
Countess Maritz
Janet Milton
John Barker
Nat Shikret
*Benton-B
10:15-daily-WFAB
(Super Soda)
Clara Lu & Em
Lillian Starker
Isabelle Carothers
Helen King
*Benton-B
CONTINENTAL
OIL CO
10:30-W-WFAB
Harry Richmond
John B. Kennedy
*Tracy-L-D
CRAY CRISTALS
2:30-M-F-WFAB
Bob & Nellie Skiles
Dob & Jack
Jack Antling Org
9:30-M-WFAB
Norman Ross
Commodores
2:30-W-F-WFAB
Gene Arnold
Commodores Org
*McC-Bric
CONF. BAKING
9:15-F-WFAB
Little Jack Little
*B. D. & O.
CORN PRODUCTS
11:15-M-WFAB
(Kremel, Etc.)
Pedro de Cordoba
Will Osborne
*Hollis
E. B. DAVIS
(Baking Powder)
9:45-Th-WFAB
*Mystery Chef
John McPherson
Ruthrauff & R
6-M-Th-WFAB
*Benton-B
"Rock Rogers"
Curly Arnall
Adele Roman
Elder Stiles
Joe Granby
Walter Telley
Allan Devitt
Charles Backus

HOUSEHOLD
9-Th-WFAB
Edna A. Guest
Alice Mook
Joe Kossin's Org
*C. D. Fry
8:30-Sa & Su-WFAB
OXYDOL
(Procter & Gamble)
8:45-Fr-Sat
8:30-Sa & Su-WFAB
*Ma Perkins
Virginia Dayne
Margery Hatteson
Karl Hubel
Will Frawley
Jack Eggleston
*Blackett
PACIFIC BOEAK
9:30-M-WFAB
*Doath Valley Day
Tim Frawley
Joseph Day
Edwin W. Whitney
Lionel Stander
*McC-Erick
FALMER HOUSE
9:30-WFAB
Hear Perkins
Betty Brown
Gale Page
Harold Stokes Org
PEPSODENT
7-Daily, Except Sa
8:30-W-WFAB
Amos 'n' Andy
Charles Cord
Freeman Gosson
(Radio Gold)
7:45-Daily, Except Sa
8:30-W-WFAB
James Waters
PHILCO
7:45 daily ex. Sa
8:30-W-WFAB
Boake Carter
*F. W. Armstrong
PHIL MORRIS
8-Th-WFAB
Leo Reisman's Org
Phil Dwyer
*Bent
FILLSBURY
10:30-Daily-WFAB
*Tudor's Children
Irene Phillips
Walter Wickes
Bess Johnson
Irene Wickes
Lucy Gilman
Fred Von Armon
Jean McGregor
*Hutchinson
11-M-F-WABO
*Cooking Class Up
*Hutchinson
FABST
9-Th-WFAB
Ben Bernie Org
*Walt-Forester
FLOUGH, INC.
10-W-WFAB
Vincent Lopez
8-Th-WFAB
*Lido-Sprico
FURLOIL
7:30-Su-WFAB
Eddie Treasby
De Marco Sisters
Joy Nance
Richard Limber
*Fratras
QUAKER OATS
7:30-W-WFAB
Babe Ruth
*Fletcher & B
REAL SLIP
Chas. Provin Org
Charles Lyons
*Benton-B
RED SAT YEAST
11:30-Th-Su-WFAB
Edna Odell
Phil Treasby
Irene Glen
Earl Lawrence
*McKee
8-Th-W-WFAB
Beno Crims Club
Spoon
*N. W. Ager
SCHLITZ
8:30-W-WFAB
Everett Marshall
Victor Young Org
*Benton-B
Fulton Quaker
Vivian Ruth
Parker Kennedy
*B. D. & O.
SILVER DUST
10:30-F-WFAB
Paul Keast
Tullia Goodwyn
Ruth Hudson's Org
*B. D. & O.
SINCLAIR
8-M-WFAB
Gene Arnold
Bill Childs
Mac McCleod
Joe Parsons
Chas. H. Fry
Harry Kogen
*Federal
STAND. BRANDS
(Chase & Sanborn)
8:30-W-WFAB
Jimmy Durante
Rubinoff
7:30-Su-WFAB
Joe Penner
Harriet Hilliard
Ozzie Nelson Org
8-W-WFAB
(Ozzie Nelson)
Chas. Pearl
Cliff Hall
Paul Van Steeden
Kathleen Wells
8-Th-WFAB
(Fleischmann)
Rudy Valles and
Hus. Huttonberg
*J. Walt. Thomp.
STD. OIL (X)
8-M-WFAB
Socoy
Arthur Allen
Parker Kennedy
Isabelle Winlocke
Ruth Russell
Robert Strauss
*J. S. Gotchell
STERLING PROD.
8-Th-WFAB
(Bayer & Aspirin)
Frank Munn
Muriel Wilson
Gus Haaschach Org
9:30-Su-WFAB
Frank Munn
Virginia Lee
Dert Hirsch
Gus Haaschach Org



EDITH MURRAY
The Dramatist of Song
STAR OF RADIO, STAGE
AND SCREEN

Friday, 10:45 P.M., Sunday, 9 P.M.
CBS, Coast to Coast, WABO
Exclusive Management
CBS ARTIST BUREAU
Personal Representative
IRVIN Z. GRAYSON
1619 Broadway, New York City

fred allen's

WABO, Tuesday, 8 P.M.
BRUNSWICK RECORDS
The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
HOLLYWOOD
RESTAURANT
NEW YORK
NIGHTLY

LEO REISMAN

WABO, Tuesday, 8 P.M.
BRUNSWICK RECORDS
The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
HOLLYWOOD
RESTAURANT
NEW YORK
NIGHTLY

PHILIP MORRIS

WABO, Tuesday, 8 P.M.
BRUNSWICK RECORDS
The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
HOLLYWOOD
RESTAURANT
NEW YORK
NIGHTLY

THAVIU

WABO, Tuesday, 8 P.M.
BRUNSWICK RECORDS
The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
HOLLYWOOD
RESTAURANT
NEW YORK
NIGHTLY

EDDIE PEABODY

The Instrumental Stylist
Featured
"STAGE
SHOW
REVUE"
Held Over
2nd Week
ROXY
NEW YORK
Every Saturday
7:30-9:30 P.M.
WEAF-WBO
Network
PURE OIL
PROGRAM
Personal Director
HAROLD F. KEMP
NBC Artists Sewl

Always a Little Ahead of the Rest

THE SIZZ-LEERS

For further information,
HAROLD KEMP, NBC Artists Bureau
Personal Director, CHARLES A. BAYNA
COLUMBIA BROADCASTING SYSTEM
Presents
LEON BELASCO
FRI., WABO, 12 MIDNITE
Coast-to-Coast
St. Morris Hotel, New York, Nightly
Sole Direction **HERMAN BENNIE**
1019 Broadway, New York

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABO—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)
HAROLD STOKES
irecting
Chimalene and Palmer House
NBC, CHICAGO

LEON BELASCO

For further information,
HAROLD KEMP, NBC Artists Bureau
Personal Director, CHARLES A. BAYNA
COLUMBIA BROADCASTING SYSTEM
Presents
LEON BELASCO
FRI., WABO, 12 MIDNITE
Coast-to-Coast
St. Morris Hotel, New York, Nightly
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ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABO—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)
WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)
HAROLD STOKES
irecting
Chimalene and Palmer House
NBC, CHICAGO

LESS BILLING

KOMO-KJR Announcers Were Mentioning Own Names Too Much
Seattle, June 25.
Silencing announcers and entertainers determined upon cracking the microphones with constant repetition of their own names, Birt Fisher, KOMO-KJR general manager, recently passed an edict prohibiting all mention of entertainers' names in local programs except where a sponsor specified. Even omissions go unannounced.

Move followed alleged over-use of the 'personal touch.' Announcers were inserting their monikers two or three times in every 15-minute program and banding words in a familiar way.

There's a perplexing question confronting the new publisher-owners (St. Paul Dispatch and Minneapolis Tribune) of 1,000-watt WHRM, according to W. F. Johns, gen. mgr. of the Dispatch, who has completed a survey of newspaper-operated radio stations.

Johns states that the two papers bought the station cold, having no idea what for and what they'd do with it. Now that they have it—and the Johns tour of inspection has been completed—they're still not certain what they're going to do with their new baby.

There'll be no immediate spreading on talent; no changes in personnel are imminent, Johns declares. News-casting 'what's that?' asks Johns—why, they haven't given a thought to it. The news owners haven't even thought of upping the wattage; in fact, they may keep it right where it is, since integrity, not power, is the prime thing, says Johns.

One of the evils connected with the indie stations hereabouts has been the way lot of announcers and other studio help. It has been part cash, part trade, with the former representing a pittance at best. There have been instances of announcers peddling goods to friends in efforts to stave off malnutrition. With the Dispatch and Tribune now in the field through their purchase of WHRM, and in view of Johns' aim to refine their new acquisition, it is assumed all around that the former prevailing evils are the first slated for elimination.

Lord & Thomas agency wanted WBBM, the local Columbia outlet, to allow its announcers to do the Armour daily morning program to state that Armour also had the Phil Baker show on NBC. But WBBM refused permission.

After much argument it was decided to okay the Phil Baker mention, but that there's no hint that there's such a thing as NBC.

WABO, Tuesday, 8 P.M.
BRUNSWICK RECORDS
The Original
Boop-Boop-a-Doop Girl
HELEN KANE
HEADLINING
at the
HOLLYWOOD
RESTAURANT
NEW YORK
NIGHTLY

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Radio Chatter

New York

Station WHEC, Rochester, in co-operation with the Democrat & Chronicle broadcast an entertainment program by patients at Tule Tuberculosis Sanatorium in appreciation for gifts from the public to the institution and individual patients.

Mary and Johnny Lee, Miss Billy Vincent and the Berkshire Hillbills, from the Artists Bureau of WOKO, Albany, staged a program in a Troy department store, putting on an ale show.

Herb Gordon's orch has resumed broadcasting over WOKO from the Ten Eyck hotel roof garden, Albany. Assisted by Glen Pope, Wharton and Sally Winston.

After an absence of several weeks, Betty Mahaney, the singing stenographer, has returned to WESG, Elmira.

Operators of WIAZ, owned by Rensselaer Polytechnic Institute, Troy, don't believe in working all during the summer vacation period. Hence, the Federal Radio Commission has given them permission to remain silent three nights in August and two in September.

Nelson Murphy, Albany amateur play director, has joined the Colonial Players of Schenectady, who are

presenting a series over WHAZ, Troy. First was "The Colonel's Lady," by Walter F. Swanker, Schenectady lawyer, who won the playwriting prize in a contest conducted by the Junior Film Guild of Albany. Cast included besides Murphy, Marjorie Mayo, Marie Urban, Esther Strittler, Joseph Strittler and Anthony Strittler.

Marjorie Charlotte Ingelston, an entertainer on WGIC, Hudson Falls, was married June 13 to Earl A. Hudson at Hudson Falls.

WOKO, Albany, has increased its power from 500 to 1,000 watts.

WGNY, Schenectady, has been trying to gauge, via response to requests to listeners for letters, the popularity of a series of sketches, written by Frank Oliver and acted by the Matinee Players, on reincarnation, mental telepathy, etc. If it has clicked, program will resume the same fact, going off the air for the summer this week.

Hank Keene, now touring in upper New York State and in New England with his tent show, after broadcasting over WGNY daily for months with his hill-billy troupe, is going in a big way.

Voland Bradley, continuity writer and announcer, has moved over from WEVD to WINS.

John A. Holman, original manager of WEAP, for A.T. & T. and later manager in an upstate (N.Y.) territory for the New York Telephone company (a position from which he resigned some months ago to join George McLeod in the latter's effort to launch a third network), has moved, with his wife, from Delmar, N. Y., to Boston, where he will direct WEE and its Springfield affiliate, WBZA.

Katherine Cuff, publicity-ad rep for Paramount in Syracuse, has resigned to join commercial staff of WFPL, Columbia.

Paul Keaton, CBS sales promotion chief, left last week for a six weeks' stay on the Coast. William S. Foley is making a similar jaunt this week.

SI Steinhilber, radio ed of the Pittsburgh Press, feuding with other columnists in the Scripps-Howard chain.

Don Bestor claims the exclusive radio and recording rights to the vibroharp for the next eight months, even though Buddy Rogers is using the contraptions in his broadcasts from Chicago.

Landt, Trio and White vacationed from their NBC sustaining connection, but will be back Sunday (4) for a guest spot on Bab-O.

Fred Wile, Jr., leaves CBS publicity next week, after a vacation joining Young & Rubicam agency July 23 as radio p.a.

Gene and Glenn may wind up their series for Gillette July 20.

New Street, contract with Woodbury soap, if and when okayed by the warbler, will be for 39 weeks at \$3,000 a broadcast.

New England

Larry Pierce had to stop his car and change tires twice on the way to the WDEV, Waterbury, Vt., studio the other morning.

Marshall Milburne is new chief announcer at WCAX, Burlington, Vt.

Paramount and Margent theaters, Barre, Vt., now using WDEV, Waterbury, an advertising medium.

Martha and Hal the latest WGNY act to play Vermont theaters.

WDEV, Waterbury, Vt., now using at least 23 programs daily.

Sunday (1) marks the 650th program presented over WDRC by Scott Furriers of New England. Program, a new one starting this week, calls for a series of transcriptions by Donald Novis and Jan Rubin.

WTIC, Travelers Insurance company station, which went from half time to full time, will in the near future occupy more than four times its present space.

Bob Buren of WBC's staff was called on a few hours' notice to be the featured part of "Sailor Riley" in the Nantasket Steamboat company's programs. Character was created by John Philbrick, who died the day of the broadcast.

Outdoor concerts presented at the Dean Road Playgrounds in Brookline will again be aired over the Yankee network this summer.

South

Hiram Higby, WSGN, Birmingham, going west, WAB, Atlanta, Aug. 1. Henry Hornsby, former partner, will join him in Atlanta.

Lasses White has gone to the Chi Fair in search of material for his series of minstrel shows over WSM, Nashville.

Jimmie Gallagher has joined WSM Nashville with his 13 piece band. Replaces the Francis Craig band for the summer. Jack Shook has also joined WSM.

Earl Gluck, manager of WSOC, back from a business trip to New York.

Mrs. Franklin Van Sock of Albany, Ind.; daughter of Harold D. (Wayne) Brown, who conducts a

Sunday afternoon variety show for shut-ins over WBT, Charlotte, was with her father on Father's day and appeared on the program. It was the first time that father and daughter had seen each other since the daughter was less than one year of age. When she was born, Brown was playing in a stock. His wife divorced him and took charge of the baby.

Beth Judson, former assistant director of radio for the Blackman Agency, New York City, spending a vacation at Charlotte, N. C. with W. A. Schudt, Jr., manager of WBT, and Mrs. Schudt.

Ballard Chef's Jug Band, one WHAS, Louisville, for the past three years, now in North Carolina on tour. They have local tie-ups with Ballard's flour, with the distributors underwriting.

Earl J. Gluck, general manager of WSOC, Charlotte, N. C., is the father of a baby girl.

Doris Terry Andrews, WSOC, Charlotte, N. C., torch singer, was one of the contestants from the contestants from all parts of the Carolinas in a beauty contest. Earl Carroll judged the 16 girls selected in preliminaries.

Due to the virtual impossibility of coping from 600 to 800 children up in a studio during the hot summer months, WSOC, Charlotte, N. C., has postponed its audition for the King Cole Kiddie Club. Instead, it is using Aunt Sally (Mrs. Pasco Powell), of that club spot, and some of her kid entertainers on one 15-minute program a week, and "The Voice of Exposure" on another 15-minute spot a week.

Lynn Gearhart, formerly with WFLA, Clearwater, Fla., is with WYNN, Asheville, now writing continuity and doing some local shows. G. O. Shepherd, director of WYNN for seven years, has retired.

Don Bliss is now managing director in charge.

California

Dore Schary and Don Hartman writing for Jimmie Durante's Chase & Sanborn programs.

Otto K. Olesen discing the "Lone Indian" programs that have been on KPWB for three years.

Hal D. Brown's orchestra being removed from Lake Arrowhead in the San Bernardino Mountains over a Southern California network.

Paul Brown and Don Bestor were a one-timer over KMTB, Hollywood, while on a Coast visit to the former's brother, Joe E. Brown.

Salvatore Martelli, bassist, batoning at KMTB, Hollywood, after three weeks in the east.

John Swallow, Southern Cal. chief for NBC, is pointing out the homes of picture agency to Eldon B. Stevenson and Edwin W. Craig, owners of NBC's 5,000-watt affiliate at Nashville, Tenn., here on vacation.

With a lot of worms and what else it takes, Bert Bennett, production and program manager of KPAC-KFVD, has hied away to the banks of the river for his annual loafing spell.

Organist J. Newton Yates moves over from a local mortuary to KPAC.

KTM has eight religious affairs, all commercials.

Dick License has resigned as chief announcer at KTM, and will take a sales position in Chicago. Ray Jackson from Fresno succeeds.

Midwest

Personnel additions at KSO, Des Moines, include: H. M. Bennett, engineer; Lansing Lindquist, singer and continuity, formerly at WOC-WHO; Paul Hunsinger, chief engineer, formerly at WOI, Ames; Edmund Linehan, continuity; Gerald Morrison, continuity; Phyllis Michael, sales; Virgil Tacy, announcer, and Raymond Cox, announcer.

Violet Johnson, former continuity writer at KSO, has joined Brown & Co. advertising agency, Des Moines, in charge of radio program production.

Peter MacArthur, program director for WOC-WHO, recovering from an appendectomy at Iowa Methodist hospital, St. Moines.

With the folding of the Des Moines baseball club, Irving Grossman, publicity director, returns to WOC-WHO, full time, in charge of publicity for WHO.

Mid-Continent Rocking Chair program, oldest on WHO, having run six consecutive years, is now being fed to WMT, Waterloo, from the Des Moines station.

Knocked down in the 32-mile wind and rain storm Wednesday (20), power cables for WTMJ, Milwaukee, snapped and threw the station off the air for three hours.

Mildred Gibson, entertaining friends from outside before embarking for Chi musical scholarship.

WAAW staff working longer hours with the station's increased summer time on the air.

Harry Burke at boss Johnny Gillin's desk at WOW while later to

(Continued on page 62)

FTC Gets MPPA Anti-Bribery Pact Signators; 5 Pubs Still Out

List of the publisher signators to the pledge against free special arrangements and other forms of performance bribery have been turned over to the Federal Trade Commission by John G. Paine, chairman of the Music Publishers Protective Association. Government bureau has also been apprised of the publishing firms who, up to Saturday (23), had not committed themselves to the agreement. These latter concerns are Robbins Music Corp., T. B. Harms, Inc., Sam Fox Publishing Co., Joe Davis Music Co., and Joe Morris Music Co.

Paine, averred last week that the stand taken by the T. B. Harms outfit was that it wouldn't come in unless Jack Robbins became one of the signators. From Fox, said Paine, he has heard neither way.

Both Morris and Davis have declared themselves as opposed to joining the pact.

Professional managers of the firms in the agreement were assembled in his office yesterday (Monday) by Paine to discuss questions of interpretations arising on the agreement, and also clarify the matter of transactions.

How FTC Figures

For those firms who refuse to ally themselves with the anti-bribery covenant, said Paine, complaints of violations will become the concern of agencies outside the industry. Such complaints, he explained, will be turned over to the Federal

Trade Commission. If, after a hearing, the FTC upholds the complaint and issues a desist order against the guilty publisher, and this latter warning is ignored, the case then comes within the province of the Department of Justice.

Publishers who previous to the consummation of the pact committed themselves for arrangements to band leaders are making their payments for these through Paine. Such reimbursements made without his okay will be considered a violation of the agreement and the publishers involved subject to fines of \$1,000 each.

It was reported in the trade last week that several firms anticipating the pact had issued to bandmen checks covering in advance anywhere from three to eight orchestras.

Paine opined that such evasions were possible, but up to yesterday (Monday) no instance of them has been brought to his attention.

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GRACIE BARRIE

"The Sweetheart of the Blues"

DELUXE THEATRES

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

Copoco Oil Richard Hudnut

Wed. 10:30 P.M. WABC

W3Z Fri. 9:30 P.M.

Sat. 12 Midnight Mon. 11:30 P.M.

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK



MGM STUDIOS

CULVER CITY, CALIF.

JOSEF CHERNIAVSKY

Personality Conductor

icago Theatre-Orchestra

New in Second Year

WGN, Tuesdays, 9:30 P.M. CST

VIVIAN JANIS

ST. MORITZ, NEW YORK

NIGHTLY

Sole Direction

HERMAN BERNIE

1619 Broadway

New York City

CHARLES CARLILE

TENOR

COAST-TO-COAST

CBS

THE GREEK AMBASSADOR

OF GOOD WILL

GEORGE GIVOT

CBS

EVERY TUESDAY'S P.M.

Coast-to-Coast

Sole Direction

HERMAN BERNIE

1619 Broadway New York

FRANK PARKER

Featured Soloist

GENERAL TIRES

NOW ON THE COAST

NBC STUDIOS

HOLLYWOOD

CHAUNCEY PARSONS

TENOR

"Streets of Paris"

World's Fair, Chicago

WGN Nightly

VERNON CRAIG

Baritone

8th WEEK

B&K ORIENTAL, CHICAGO

NBC-W3Z, Thursdays, 2:30 P.M. CST

EMERSON GILL

AND HIS

ORCHESTRA

EN-ROUTE

MCA DIRECTION

"The Singing Lady"

IRENE WICKER

4th Year for W. K. Kellogg Co.

All Matters by W. K. Kellogg Co.

Made by ALLAN GRANT

N.B.C.-WJZ 5:30 Daily

SPA Reopens MPPA Folio Matter After Giving 3-Month Extension

At the instigation of Benue Russell, the directorate of the Songwriters Protective Association last week reopened the resolution, passed the week previous, giving the Music Publishers Protective Association, a three-month extension on the writers' permission to include their lyrics in the MPPA's nickel folio. Russell charges that the SPA board renewed its approval of the project without making a thorough analysis of data bearing on the folio situation which had been submitted by John G. Paine, MPPA chairman.

During last week's meeting of the SPA directors, Paine was summoned and asked to explain the basis of the data. He admitted that he wasn't sure whether the folio backed by his organization had helped or injured the sale of sheet music, and that he had no records or correspondence to support his statement that a large percentage of the music dealers queried had expressed themselves as favoring the MPPA's lyric folio. He also admitted he could not prove that the distribution of contraband songbooks had been suppressed to a major degree as the result of competition from the MPPA.

His assertion on this subject, said Paine, had been based on a percentage figure turned over to him by the law firm, Engels & Van Wisconsin which has been handling the folio proposition for the MPPA.

MRS. AARONSON GETS A QUICKIE DIVORCE

Cleveland, June 25. Christina Aaronson, Hungarian dancer, was granted a divorce from Irving Aaronson within 10 minutes when she appeared in court June 21 to fight his counter-suit.

Aaronson, who filed his divorce papers when playing at Carter Hotel's Rainbow Room in January, claimed in his petition that his wife refused to establish a residence in Cleveland. Wife's counter-complaint was kept secret, but Judge granted her walking papers, a lump sum of \$3,000, bonds valued at \$5,000 and a month alimony, besides all household furniture.

Aaronson was not present, being in California on a vacation.

'Hot Stuff' Diary Unties Hubby From Performer

Baltimore, June 25. Robert Kennedy was granted absolute divorce from wife, Mae Kennedy, nitery warbler, in Circuit Court last Thursday (21). The evidence read out in courtroom and which effected the knot-cutting, was from the diary the performer kept. Judge granted the decree after such accounts were admitted as true as: "Went to a roadhouse with the boy friend and passed out. Had a good time, though." "Stayed at home for a change, but was with boy friend. He is hot stuff." "Went to Deputy Sheriff's Club and got tanked up."

When questioned by the Judge, the woman said she didn't know what she meant when she entered in her diary the phrase 'hot stuff.'

Jack Stearns and Bernard Grossman have sold a song, "Come Back to the Mountains," to Mascot films.

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

EDDIE VUCHIN
and His Orchestra
thrilling Chicago like he did New York. He is currently at the Congress Hotel, with an M.C. Good luck Eddie. We are hearing you play "ALL I DO IS DREAM OF YOU"
"LET'S HEAD"
"I'VE HAD MY MOMENTS"
"THANK YOU FOR A LOVELY EVENING"
"HOT DOGS AND SASPARILLA"
"A THOUSAND GOODNIGHTS"

Romberg to Coast As Operetta Supe

Sigmund Romberg left Saturday (23) for Hollywood to sit in on the production of an especially composed operetta for Fox.

He figures on remaining on the Coast through July and August.

ASCAP Royalty For 2d Quarter Around \$700,000

Royalty plums the American Society of Composers, Authors and Publishers for the second quarter of 1934 may come to over \$700,000, making the distribution among the ASCAP members twice what it was for the April-May-June period of 1933.

Collections from radio during the past three months have been over 100% better than for the parallel stretch last year. Board meets this Thursday (28) to allocate the coin.

Publishers' division of the ASCAP board at this meeting will pass on the applications for upping made by Sam Fox and Southern Music Co.

UA Nicked for \$1,000 On 'City Lights' Song

Paris, May 15. United Artists did not come out so well in a legal action it defended in a Paris court. This was brought by Jose Padilla, author of 'La Violetera,' song used by Raquel Meller, who asked compensation for the use of the number in Chaplin's 'City Lights.'

UA was ordered to pay the author \$1,000. Padilla had asked \$3,300, but court said he didn't rate that much because he has been largely compensated by the publicity given to the composition. Song was heard four times in full during film. Program bore note: 'Scenario and music by Charlie Chaplin.'

Court handed down no judgment against Chaplin personally.

Kahn, Donaldson Nabbed By Metro on Year's Pact

Hollywood, June 25. Gus Kahn and Walter Donaldson go to Metro for a year on a deal closed by Jack Robbins.

Latter has also sold the team's 'Blue White Moonlight' to Universal as theme song for the picture to be based on the life of Flo Ziegfeld.

Jack Robbins, who has been here more than a month, expects to pull stakes for New York July 14.

Van Ornam's Alimony

Syracuse, N. Y., June 25. It is to show cause why he should not be punished for contempt of court in failing to pay alimony to his wife, Mrs. Gertrude C. Van Ornam, who claims he owes her \$3,120, John H. Van Ornam, orchestra leader, ignored the summons and failed to appear before Supreme Court Justice Francis D. McCurn.

Mrs. Van Ornam claims the musician has absented himself from the state and jurisdiction of the court most of the time for the past three years.

Justice McCurn reserved decision.

Edward M. Hyland and Donald J. Waldron have opened offices in Utica, N. Y., for Continental Orchestra, a booking outfit owning Dewey's Pennsylvaniaans, Redman's Bell Hops, Jan Campbell and Washington & Lee orch. and Teddy Brewer's band.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
Boat of My Heart.....	23	23	23
All I Do Is Dream.....	23	23	23
Love Go Wrong.....	23	23	23
Dames.....	19	19	19
Sleepyhead.....	19	19	19
Wish I Were Twins.....	19	19	19
I'll String Along.....	19	19	19
Had My Moments.....	19	19	19
Rollin' Home.....	19	19	19
Hat on Side of Head.....	17	17	17
Spell Bound.....	17	17	17
Let Me Call You.....	16	16	16
May I.....	16	16	16
Thank for Lovely Eve.....	16	16	16
Cocktails for Two.....	16	16	16
Little Man, Busy Day.....	14	14	14
The Breeze.....	14	14	14
With Eyes Wide Open.....	14	14	14
I've Got a Warm Spot.....	13	13	13
Sunday Is Daddy's Day.....	13	13	13
Steak and Potatoes.....	13	13	13
True.....	12	12	12

Fischer Snubs Chi Newspaper Tie-Ups For Bergere Revue

Chicago, June 18.

Clifford Fischer doesn't need show business or its methods. Fischer, who has the Folies Bergere nite club venue at the French Casino, has decided his show is too high class for newspaper publicity or exploitation. Fischer has barred the show, in which J. C. Stein of the Music Corporation has poured a young fortune, from all publicity tie-ups.

Fischer told the papers that if they want to print straight newsless pictures, it's all right, otherwise the papers can't have anything at all. Dailies are following his suggestion and neglecting to mention the Folies. Daily News is particularly dead on the show, while it looks like the two Hearst papers, Herald-Examiner and the American will follow suit due to Fischer's refusal to work with Norman Alley, picture editor. Alley thought up a tie-up for a mannequin parade at the Washington Park race track, but Fischer said, 'No, my girls are too tender for such stuff.'

Music Notes

Don Sigelov's orchestra set in the new Palmyra Club, Schenectady, N. Y. Bigelow's unit will go on the air over WGY.

New Ace Music Publishers, Inc., formed, Harry Carney g. m. and a catalog authored by George Brooks, Billy Sears and Jack Zieher.

Bayside Ballroom, Burlington, Vt., largest in State, has been leased to Stanley Brothers, of Boston. Blanche Calloway's orch will be first to play under new management.

Moe Jaffe's orch is playing at Hulet's New Casino on Lake George, N. Y.

Cab Calloway's band staged a concert and dance at the State Armory in Albany.

Eddie Williamson's orch is at Hollywood Hills, N. Y.

Ray Nichols' WOR orch, the Murray Trio, Frank Swane, Spanish Lola and the 'Cornell Girls' are at Charlie's Inn on Burden Lake, near Albany, N. Y.

Keith Kerby, formerly program director for WKBE, East Dubuque, Ill., now on the announcing and production staff of KFKE, Denver.

Freddy Martin replaces Vincent Lopez at the St. Regis, New York. July 3, Lopez is slated for a berth on the Coast.

Billy Rose's Music Hall Is Another New Phase of Show Biz

Boswells' 4 Club Wks. In Galveston at \$2,500

Boswell Sisters open today (26) for a four-week stay at the Hollywood Dinner Club, Galveston. Sam Maceo effected the booking through Rockwell-O'Keefe.

Deal is for \$2,500 net per week plus all transportation expenses.

N. Y. NIGHT LIFE BIG; JERSEY OFF

Niteries are all doing big. That goes for hotels, restaurants, roofs and roadhouses, and including the in-town Broadway and Park avenue class drinking restaurants. Whether it's conditions or what, all are enjoying nice grosses.

Jersey shore resorts, with one exception, are on the nut unexpectedly through the taboo on gambling. Several went overboard on name bands, etc., in the Saratoga manner, because the word had gone out that the casinos were okay, but matters have switched.

Usual pre-August bally going out that Saratoga won't go berserk on expensive floor shows and content itself with name bands, but that's a seasonal occurrence. All four big spots at the spa usually wind up with elaborate entertainment.

Olsen Follows Detroit Philharmonic Orchestra

Detroit, June 25.

George Olsen replaces the Detroit Philharmonic Orchestra, directed by Sam Benavie, at the Westwood Gardens here for four weeks starting July 1. Olsen gets \$5,000 net with a four-week guarantee.

Spot is an open air garden adjoining the Westwood Otto Inn run by Otto Huse. Last year the Detroit Symphony Orchestra played there all summer on a percentage basis. This year the D.S.O. is at the World's Fair playing on the Ford exhibit.

The Detroit Philharmonic opened the season and will continue after Olsen closes. Orchestras are used, Buddy Fields and his Aristocrats and Harker Thomas and his music.

Noble Coming Over

Tom Rockwell, of Rockwell-O'Keefe, is bringing Ray Noble, British maestro and arranger, to America. Deal was closed during Rockwell's recent visit on the other side.

Details of Noble's placement here will be discussed between Rockwell and Harry Foster, English agent, when the latter arrives from England this week. Noble's current assignment is that of general musical director of His Master's Voice, Ltd., the British Victor alliance.

Albert Sails

Francis Albert, head of the Australian music publishing firm of J. Frank Albert, sails for England tomorrow (Wednesday). Accompanying him is his wife, his son, Alexis, and the latter's bride.

Elder Albert will return to New York in a couple months while the newlyweds will continue on their circling of the globe.

Chi Dells to Reopen

Chicago, June 25. Dells figured to reopen this Friday (29) under new management. Tom Gerun band slated to furnish dancipation.

Ozzie Nelson, on tour, established season record at Rocky Springs, Lancaster, Pa. Firemen closed box office when state capacity mark was reached.

By ABEL GREEN

For the annals it must be recorded that Billy Rose's Music Hall, Inc., at Broadway and 53rd street, New York, again establishes a new phase in the evolution of post-reveal show business. Just as Rose, Termini Stern, Sam Rosoff, John Steinberg, et al., wrote an unquestionably reliable chapter in show history with their Cuscuta de Paree America's first successful cabaret-theatre—the Music Hall bearing Rose's name indubitably stand forth as some sort of a landmark in the evolution of the theatre.

It might be termed the small time of the Casino de Paree type of Folies Bergere entertainment—the converted theatre with a nite club atmosphere. Yet its pop unpretentiousness may make the Music Hall a bigger commercial success than C. de P.

It goes the cabaret-theatre a few better by incorporating a cinematic angle, and is designed primarily to catch the popular purse. It's primed for the picture house fan; the boy and girl strolling down Broadway looking for something to see or a place to drop in. And so, for practically the same admish, the Music Hall offers a lavish cabaret entertainment, a dance band, a socko atmosphere which will cause talk in no time; shorts and newsreels, nude, five tiptop acts of vaude (changes weekly or fortnightly) worked into a revuesque aura; 100 hostesses for lonesome stags, 100 singing waiters who, to their credit, wait on the tables equally as well as they dance (and that's no mean accomplishment) and a corking \$1 dinner.

It's a big bargain. That it'll do landoffice biz depends solely, so far as the present temperature is concerned, on the functioning of that cooling plant. It didn't quite lunge the opening night.

It's a far cry from Oscar Hammerstein's theatre, but the answer is that Rose now has his name in letters taller than himself outside of the former Hammerstein (later the Manhattan), which Arthur Hammerstein built and named for his eminent father, Oscar. The Broadway and 53rd street auditorium, which has been converted into operettas, has had its seats ripped out and odd-shaped tables, which can dovetail to increase capacities, installed in its place. The organ is retained and motion picture machines and sound equipment installed for the cinematic interludes. It's primed for an 11 a.m. to 4 a.m. grind. Lunchon 50c, dancing, show and food. The regular afternoon newsreel performance at 7c plus any liquid service charges while the evening shows and newsreels. Dinner \$1 plus show, band, etc. Supper \$1.25 and \$1.50 minimum, etc. It's all designed on a three-hour turnover basis with the minimum charges anting two bits or four bits as the hour grows older. Capacity 1,000, about 50-50 up and downstairs and better vantage above.

While it's a grand bargain superlatively, a party of course can spend few bucks with little effort. The house is designed to induce unloosening of the purse-strings. There's a terrific nut, greater than at the Casino, which means that the pace must be kept hot 'n' heavy. Drinks are 75c; beer 30c; champagne \$10 for imported vintages, which is where the gravy figures.

But it's all done on a consummation (Continued on page 59)

FRISCO HOTELS BAN NON-UNION MUSICIANS

San Francisco, June 25. Musicians' Union has made a deal with the first-rate hotels of Frisco under which the hostellers won't rent their ballrooms for any affairs with music unless the flatters and sharpers carry an A.F.M. card.

Deal was worked out with the managers by Karl Dietrich, who landed the signatures of the St. Francis, Palace, Mark Hopkins, Fairmont, Waldorf and William Taylor hotels on the agreement.

Jimmy Lunceford and his orchestra are set for 14 weeks of one-nighters through the south and mid-west, booked by Harold Oakley, band's personal rep.

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THAT TIRED "OFFICE" LOOK—



—and then he Smoked a Camel!

NEED ENERGY?

*Here's the latest word from
Science on increasing
Vim and Energy...quickly!*

Today we call attention again to important facts which were presented to smokers in a recent item in this paper.

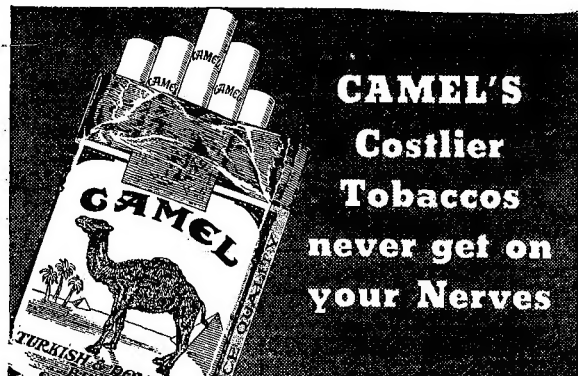
Perhaps you overlooked it. We repeat:

You can release new vigor, when tired, by smoking a Camel.

This comes from the "energizing effect" in Camels as recently confirmed and described by a famous New York scientific laboratory. Everyone gets fatigued...cross...down in the dumps...when his energy is used

up. But the way to turn on more energy has now been pointed out, by actual Camel smokers who tell of their own experiences. And by up-to-date research made in the laboratories of science.

And so—"get a lift with a Camel!" Any time you want to enjoy yourself or restore yourself. Steady smoking need not concern Camel smokers, since the finer, MORE EXPENSIVE TOBACCOS in Camels never get on your nerves.



● Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

**"Get a LIFT
with a Camel!"**